

NYPL RESEARCH LIBRARIES



3 3433 01439613 3



**MICROFILMED**

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY











THE NEW YORK  
PUBLIC LIBRARY

6/24/11 K

PRICE  
**5**  
CENTS

April  
**6th**

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

1-8, 10-  
Apr 6  
de 57  
1918

vol 4 - # - 1



MARIE LAMBERT

*Formerly leading lady with Henry B. Harris, now with the Pan-American  
Film Co. Ltd., with studio at Trenton, Ontario*

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.





**MONROE SALISBURY & RUTH CLIFFORD**

IN

# **"THE RED, RED HEART"**

**S**HE had no desire to live. Life held no interest for her until The Red Man came into her shattered life and gave her happiness.

**H**E was a full blooded Indian. The barrier of race stood between him and the white Woman he loved—Love triumphed over all.

**IT'S A BLUEBIRD**



# THE 3 BIG

## A-Week

### News Service

**UNIVERSAL  
CURRENT  
EVENTS**

**ONE REEL**

of Live News; show your patrons movements of Military Forces here and "over there".

**UNIVERSAL  
SCREEN  
MAGAZINE**

**ONE REEL**

of Educational News. Manufacture of articles of National Interest given each week.

**UNIVERSAL  
ANIMATED  
WEEKLY**

**ONE REEL**

of Animated News of Current Topics. Competitor of the Daily Newspapers. Don't miss it.

**All Three of Intense Interest to  
Your Patrons**

---

**BOOK NOW AT ANY BRANCH**

**CANADIAN UNIVERSAL FILM CO., Limited**

A PRODUCTION TRULY EXTRAORDINARY!  
**“CARMEN OF THE KLONDIKE”**

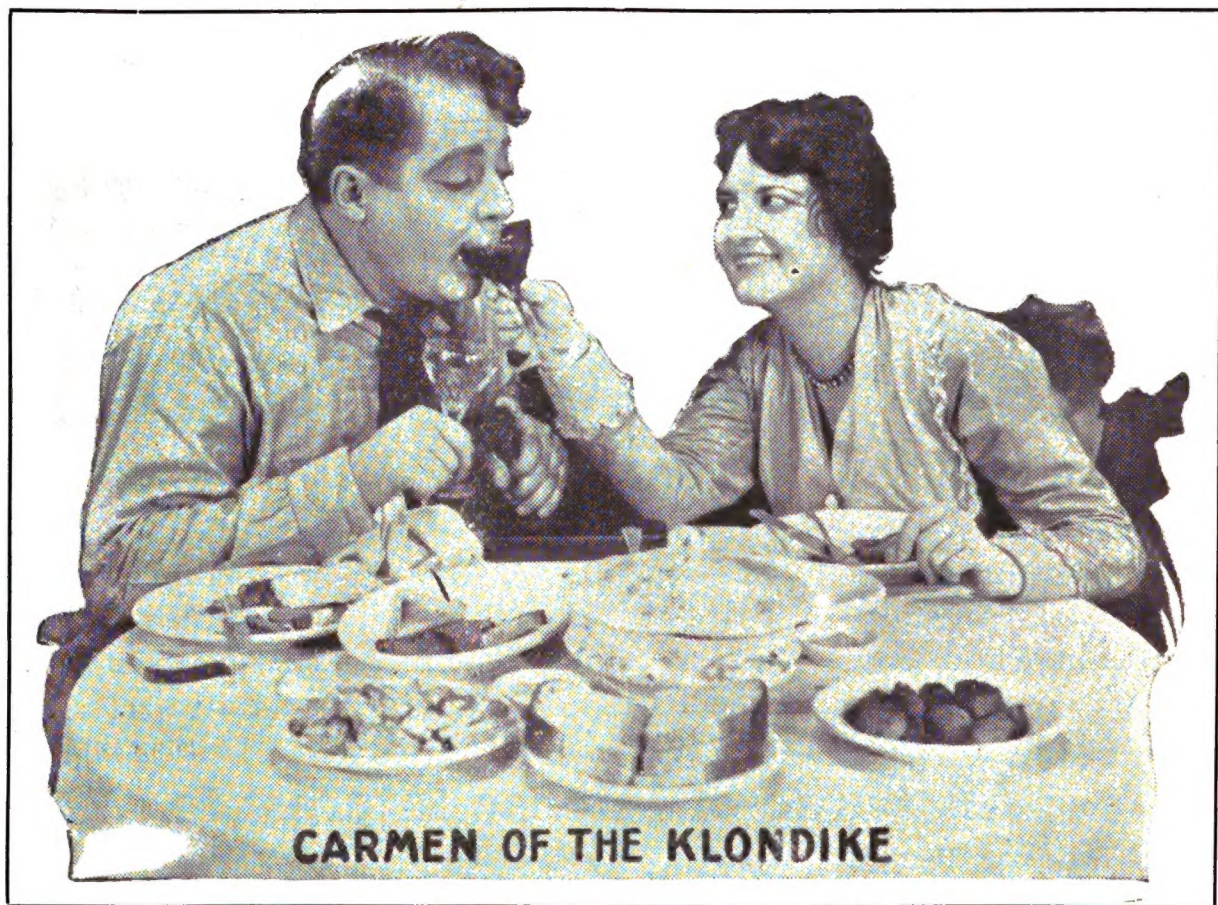
IN SEVEN STUPENDOUS PARTS

**A TREMENDOUS SENSATION!**

MADE GOOD AT

**Strand Theatre, New York City**

BOUND TO MAKE GOOD FOR YOU!



The cyclopean combat between two exceptional  
men for the love of an enchanting woman!

**MONARCH FILM CO. Limited**

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



# **Illuminate Your Screen With Artificial Daylight**

**A SIMPLE CHANGE OF CARBONS DOES THE CK**

The use of alternating current for motion picture projection has become very popular since the introduction of

## **WHITE A. C. SPECIAL MOTION PICTURE CARBONS**

The use of the artificial daylight given by the White A. C. Specials necessitates absolutely no change in equipment. Simply a change of carbons, using these new carbons in the place of the old A. C. carbons and using the old lamphouse, lenses and screen.

The White A. C. Special carbons have been used in all parts of the country by critical operators and have met the requirements so exactly that they are now considered standard. Claims made for these carbons are absolutely true, not a bit exaggerated, they give a pure white light, the nearest approach to daylight of any screen illuminant, and a quiet arc. If you have been getting poor results on alternating current, try these carbons and compare results with the old, roaring A. C. arc.

**WHITE A. C. SPECIALS ARE FOR ALTERNATING CURRENT ONLY**

---

---

### **For Direct Current Projection**

The progressive exhibitor projects pictures that are distinct, that are without a flicker and that are not marred by negative ghosts, by using the

### **Silvertip Negative Carbon**

The direct current carbon which gives the best light known to the industry.

*Write for further information*

**Canadian National Carbon Co., Limited**  
**TORONTO, ONTARIO**

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 1

THE NEW YORK  
PUBLIC LIBRARY  
695509 A

SATURDAY, APRIL 6th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

Branch Office:  
Room 2, Imperial Theatre Bldg.  
Montreal  
C. W. Lane, Representative

**RAYMOND S. PECK**  
Editor  
**MERRICK R. NUTTING**  
Advertising Manager  
**HARRY J. MANHEIM**  
Publisher

### REPRESENTATIVES

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**CALGARY, ALTA.**  
H. B. Wright, Regent Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

### FORMS CLOSE WEDNESDAY

Advertising Rates:  
Full Page, \$20.00 Half Page, \$10.00  
Quarter Page, \$6.00  
Two colors or Preferred position extra

ASTOR, LENOX AND  
TILDEN FOUNDATIONS  
1934

## Just A Little Too Unselfish!

**E**VERY once in a while, with seemingly efficient regularity, some individual, or little group of men, announce they have discovered the cure-all for the complaints and diseases that infest the exhibitors' end of the film business.

With a flare of trumpets, via the printers' ink route, announcements are made through the various trade papers of what wonderful things are in store for the exhibitors of this country and the United States, if they will only co-operate.

Next to that mis-used word "service," the word "co-operate" is about the worst ill-used and misleading word in Webster's dictionary. It's wonderful how certain groups of men want to "co-operate" with the exhibitors, to form them into organizations and associations, and take their business cares and troubles to nurse them at their own breasts. The philanthropic spirit of these organizers is indeed refreshing in this age of crass commercialism!

Undoubtedly some of the schemes advanced to better conditions in the exhibitor-body are worthy of consideration. However, the unselfish attitude taken by many of the organizers of these plans are viewed with a certain amount of distrust by the exhibitors themselves. They are growing too wise to have anything slipped over on them at their expense.

### INTERESTING LETTERS COMING.

We are indeed pleased with the response made to our request in last week's issue of The Digest for letters from Canadian exhibitors. A number of splendid letters have been received from exhibitors, which are well worth reading by every exhibitor in the Dominion. Mr. A. A. Cooper, an exhibitor of Huntsville, has again sent us an exceedingly interesting communication, entitled "Button, Button, Who's Got the Button?" When you read it you will want to preserve this literary effusion. It's simply great. We are going to feature this article from the Huntsville exhibitor in our next issue. Mr. John Green of Galt has also promised us an interesting article on topics affecting every exhibitor in this country.





## WHAT FORHAN DOES

### Methods Used by Belleville Manager to Boost Business

In the city of Belleville, Canada, Mr. George J. Forhan is considered to be one of the most successful exhibitors that ever managed a house in that locality. Upon the request of Mr. W. A. Bach, who was for some time Universal's Service man in that territory, and a great encourager of real selling effort among the exhibitors, Mr. Forhan has written his ideas and something of his methods for successfully carrying not one but two motion picture theatres continually on the profit side of the ledger.

The remarks that Mr. Forhan makes are extremely logical and his ideas are good common sense applied to the motion picture industry. The exhibitor in the smaller city or town, no matter where, would do well to read every sentence of this little article; it is worth it.

Mr. Forhan is a great believer in liberal and unique display, and in this story he shows just how a house program can be made to make money for a house.

Mr. Forhan says: "The programs I get out here for my two houses, which I manage for the Griffin Amusement Company, are, I find, very valuable to me. I could by using the back cover for merchants' ads. make a little profit on them, but I find that it pays me better to devote all the space to the theatres, and as I have a very nice price arrangement with my local printer, they are not so expensive after all is said and done."

It would surprise you to know how few of these programs are thrown away. I have watched this carefully each week and I found after they get them they must read them, for, as above stated, I do not notice them thrown around.

I run a slide on the screen each Friday and Saturday in both houses announcing the program of film bookings for the following week; also that other film news of interest will be given out as they leave; this lets them know what they are getting when my ushers hand them their programs at the door.

I have an arrangement with the local librarian at the library that each Saturday when book-lovers come to the library to exchange their books for reading on Sunday, he slips a program unknown to the reader in the book, and the reader very rarely as you know, opens the book on the street, with the result that it gets right in the home, and, landing at the home, helps to make talk on Sunday about the theatre and photoplays. I leave a good supply of the programs with the librarian; he does this for me for a pass to the pictures, which you must agree is a good investment.

I am going to run a "missing words" contest, leaving out a word on each page, and the first party bringing in the program to a local druggist named Doyle after 9 a.m. each Tuesday morning and can show the correct missing words will receive \$1.00. This contract is for adults only.

I find patrons look for an amusing line that I run on the back page of each program at the bottom, and of late

so many inquiries for programs have come in during the week that I leave a supply at the ticket office at each theatre, so that my ticket sellers can hand them out to any patrons asking for one.

I have a deaf and dumb institute here, and while it is quite a way out of the centre of the city I am always favored with a large patronage at the matinee on Saturday from this institute. I always send a supply of programs out to this institute. I have been getting these programs out for months. I find that co-operating with any local or patriotic bodies all helps, and, moreover, I never wait for them to come to me, but use my screen for them voluntarily, and when they come in the theatre and they see my notices on the screen they are delighted, which all helps to make talk and a good boost for the theatres.

For instance, on the program for a week a few months ago I had a note on the front page announcing that Thursday, November 1st is Belleville's Red Cross Day. They had a meeting at the City Hall here, at which they were mapping out a campaign of how to get the \$12,000. As my program comes out Friday, I saw the printer and had him put this in the program. Thursday night, while they were having the meeting, I had a slide on at each house reading that next Thursday would be Belleville's Red Cross Day. "Do your bit," etc. On Saturday the committee came to me and asked me if I could help them in getting it before my audience. It was a pleasure to me to inform them that I had been running this slide since Thursday night, and I showed them a copy of the program that I had already started to distribute the day previous (Friday).

As you can realize, this makes them boost. The same way with the flotation of Canada's new Victory Loan. Monday night I noticed in the paper that an Alderman Deacon here had been assigned the duties of getting the new War Loan before the people locally. That night before the show started I fixed up two slides, one for each house, reading, "Save for Canada's New Victory Loan, which will be launched shortly. This new Victory Loan is a 'Call to Arms!' of every dollar that loyal Canadians can enlist in their country's service. Your investment will come back with interest—good liberal interest."

It just happened that this alderman and his wife came into the theatre to see the show, and you can imagine his surprise and delight when he saw the slide on the screen. This co-operation with the local city fathers helps keep the municipal license, and also the exhibitor is in a better position to go before the council at any time, and they will listen to your argument, whereas if the exhibitor does not try to help anything patriotic or local, they turn you the deaf ear.

I have gotten out several novelty heralds, of which I have not kept a copy. For Universals' pictures "Shoes" I had a herald reading "A skin you love to

touch—Dad's old leather pocketbook." Especially when I had such fine photoplays as "Shoes" featuring Mary McLaren, etc. "It's no sign of failure when a paperhanger goes to the wall," but failure to see the Bluebird photoplay, etc.] I make the above copy large and the rest of the copy very brief for a herald has to be brief, I figure, to be read.

Of all advertising that I have used in my six years with the Griffin Amusement Company, the weekly program seems to have given me the best result, especially now that such splendid pictures are being turned out by the different producers, although I use lots of printer's ink and cuts in both the local papers.

Walter H. Golding, Fred. G. Spencer, W. C. McKay and Fred. Winter, of Moncton, met with the Premier of New Brunswick last week and discussed with him a proposed tax upon theatre entrance tickets. The subject was talked over in a spirit of fairmindedness and patriotism. New Brunswick is now the only province without an amusement tax.

### "DAMAGED GOODS" CLEANS UP.

Halifax, N.S.—Getting away to a \$1,300 gross start on its opening day. "Damaged Goods" walked away to a clean-up finish on its seventh day run at the Academy of Music this week. Fifty-six performances in all were given, the house opening at 11 o'clock in the morning and running continuously to 11 at night, and capacity houses prevailed at every showing. Saturday, Monday and Tuesday were devoted to men only, and on Wednesday, Thursday and Friday the fairer sex had a chance to satisfy its curiosity. The Roman Catholic clergy strongly opposed the showing of this feature, and doubtless were the means of preventing hundreds of their parishioners from attending its presentation. Monday evening members of the Dominion police rounded up about sixty absentees, who were spectators of "Damaged Goods." Other local houses have also been visited by the police, and a number of eligibles secured.

### ORPHEUS MAY CHANGE HANDS.

Halifax, N.S.—It is understood that negotiations are pending for the purchase of the Orpheus Theatre on Granville Street by L. R. Acker, the well known vaudeville promoter, whose local theatre has been closed since the explosion, and who has theatres scattered throughout Nova Scotia.

The Orpheus property is an extensive and valuable one, Mr. Gastonguay, the owner, having expended over \$40,000 a couple of years ago in improvements and decorations, and the theatre has always enjoyed capacity business.

Mr. Gastonguay informed your correspondent that negotiations are under way, and that he would be in a position to give fuller particulars later in the week.

These pages are open for the correspondence of any one without reserve.



# TORONTO AND ONTARIO TOPICS

Mr. Harry Pomeroy, who for some time past has been manager of the Globe Theatre, Toronto, has taken the managership of the Holman Theatre in Montreal, which is now controlled by the Universal film people. Mr. Pomeroy is a live-wire exhibitor, and no doubt will soon have the Holman hitting on "all six." While at the Globe Theatre in Toronto, Harry specialized on lobby displays, and gained a splendid reputation in this work.

Manager Glintz, of Griffin's Theatre, Owen Sound, encloses a clipping from the Owen Sound paper to show us how successful was the special children's performance given Saturday morning, March 23rd, of "Seven Swans." According to the newspaper clipping sent along by Manager Glintz, between three and four hundred children were turned away from the door. "I will say that 'Seven Swans' is positively the best Kiddie picture that I have ever run," concludes this Owen Sound manager.

Mr. Jerry Ruck, the salesman who puts Universal on the map in western Ontario, had an especially good week on his territory last week. This week he worked Windsor, Sarnia, and other points in the extreme western end of the province.

One of the liveliest exhibitors in Toronto is William Sturgess, owner of the Imperial Theatre, 408 Queen Street east. Mr. Sturgess has built up a splendid business, and turns 'em away night after night. He makes a specialty of amateur vaudeville that proves a big drawing card each week.

Mr. Jack Dunlop, or "Silk Shirt Johnnie," as he is known to his friends, has invested in a Tin Elizabeth and was out last Sunday feeding the animal some gasoline. When John is not otherwise engaged in discussing automobiles in general, he works at the Universal office.

Among the out-of-town exhibitors who were in Toronto last week were Mr. Guest of Hamilton, Mr. Osborne, and Mr. Jennings of Kitchener.

The Brighton Theatre, Roncesvalles Avenue, Toronto, has changed hands. The new owner is Mr. Aber, who purchased the theatre from Mr. J. A. Barclay.

A meeting of the Exchange Managers' Association was held at Lennon's Hotel, Toronto, last Wednesday, and was well attended. Several matters affecting the film business from the exchange point of view were thoroughly discussed. Regret was also expressed by the association on the departure of Mr. C. A. Garner, formerly of the Kleine System, who has left for Cleveland.

Mr. J. R. McKenny, of the Universal office in Toronto, reports that the "Kaiser, the Beast of Berlin," is being booked very fast by Ontario exhibitors. The film plays at Loew's Toronto house week of April 8th, and then goes to Sault Ste. Marie, Ont., Hamilton, and then to Kingston.

The Holman Theatre in Montreal was officially taken over by the Universal film interests last Saturday night, and thrown open to the public under its new management. Messrs. Hague and Lennon of the Canadian Universal Film Co., Limited, Toronto, were on hand for the opening night. The attraction was "The Kaiser, the Beast of Berlin," and they did a great business. Mr. Harry Pomeroy, well known in Toronto as a movie manager, has been placed in charge of the Holman, and it is expected that under his skilful guidance the Holman will have a prosperous career.

The shipping room of the Famous Players in Toronto has been reorganized, and the service being given to Ontario exhibitors is indeed fast and snappy. The department is in charge of William Melody, who understands his business thoroughly.

A man strange to the ways and wiles of the picture business recently purchased a theatre in Toronto. He knew nothing whatsoever about the business. The other day he called up Sid Taube of the Famous Players about running a picture in his house.

"That will be a repeater," said Taube. "Better run something else."

The man was nonplussed at the word "repeater," not knowing its meaning as applied to the moving picture business.

"Well, I don't want a 'repeater.' I've got a mighty good gun at home that I am going to bring over to the theatre in case I am held up in the box office by any burglars," he said.

Some splendid bookings in Ontario on "Joan the Woman" have been made by Monarch recently. They also have been doing good business with "Over There," "The Garden of Allah," "Beware of Strangers," and "The Public Be Damned."

Mr. Douglas Cooper, a pioneer in the film business in Canada, has been appointed by Superfeatures, Limited, as manager of the Toronto office. Mr. Cooper needs no introduction to the exhibitors, as he has been dealing with them for many years, and enjoys their confidence. Previous to joining Superfeatures he was for many years with Kleine.

Albert Donaghy will replace A. E. Brown in the Maritime Provinces for Superfeatures, Limited. Mr. Donaghy for many years was an exhibitor in Ottawa, and knows the exhibitors' angle of the film business.

Mr. H. E. Kiscock has been appointed special sales representative for Superfeatures, Limited. He is at present working in western Ontario.

Hi Meehan of the Academy Theatre, Lindsay, Ont., who has made a reputation as a producer of creditable girl shows, has branched out into another field of activity, with good success. His latest creation is a Jazz band that certainly knows how to Jazz. Even the members of the Jazz band admit it themselves. The musical organization is made up of Charles Rammage, drums; Mr. Roenick, bass fiddle; Maurice Kauffman, piano; and Hi Meehan and Mr. Smith as banjoists. This film men Jazz band is certainly a winner so they say.

The two food conservation films issued by the government, "Waste Not, Want Not," and "Everybody's Business," have played practically every town and city in the country. However, any exhibitor who has not run these subjects and wishes to do so, can communicate with Mr. Hague of the Universal office in Toronto, or Mr. Al. Rosenfeld of Famous Players, Toronto. These films are loaned gratis, and they are both wonderful two-reel subjects of timely interest to every loyal Canadian.

The military hospital at Whitby is making splendid use of motion pictures to assist in the cure of soldiers who are undergoing treatment in that institution. In a recent letter to an exchange manager in Toronto thanking him for the loan of film, an official of the hospital told something of the great good being accomplished by the moving picture in again fitting the soldier for civilian life. When the history of this great war is written it will be found that the moving picture played a wonderful part in it.

Mr. P. H. Brown, who for some time has been manager of the Beaver Theatre, is to remain in the same capacity. The big West Toronto house has just recently been purchased by the Allen interests.

## Film Offerings in Toronto This Week

REGENT—"Mother," with Elizabeth Risdon.

SHEA'S HIPPODROME—"Hands Down," featuring Monroe Salisbury and Ruth Clifford.

LOEW'S—"The Tenth Case," World picture.

ALLEN—"Huck and Finn," with Jack Pickford.

STRAND—"The Studio Girl," Constance Talmadge; first half of the week. "Love Me," Dorothy Dalton, second half of week.

# MONTREAL AND QUEBEC NOTES

The Comet, in Cote St. Paul, has reopened, with Mr. Picard as manager.

Thursday of this week will witness another meeting of the Moving Picture Men's Association, to discuss conditions in the city.

Bill Brady, manager of the Canada picture theatre, here, has been down with an attack of blood-poisoning, but is progressing favorably.

The Casino picture theatre fixtures are now being sold, and this marks the last phase in the career of a house that has been unfortunate from its inception.

The Circle, at the corner of Craig and the Main streets, which has been closed for the past two years, has reopened under the same management that is running the De Luxe Palace.

The lease of the Maisonneuve Theatre has been taken over, and it is now being managed by Mr. Lebeau, who has rented it from the owners, the Cinema Company of Maisonneuve.

J. O'Laughlin succeeds W. Hughes as Montreal manager of the Metro offices. It is understood that Mr. Hughes is still interested in film exchange work, and that he is at present in the States.

Mr. A. L. Gorman has taken over the management of the General Film Company here in this city, and Mr. James Clancy has left for Philadelphia, where he is going back to his old work as theatre manager.

Mr. I. Soskin, general manager of the Famous Players, has brought Mr. M. S. Bernstein from the St. John, N.B., office to manage the Montreal office of the exchange, and has appointed Mr. J. R. Kauffman and Mr. A. F. Smith as joint managers of the St. John office.

Advance screenings of "The Kaiser, the Beast of Berlin," at the Midway, and of "The Spy," at the Strand, were given Wednesday night. It was a pity that the showing of the films clashed in the date, and the majority of exhibitors chose the former to view. Subsequently "The Spy" was given at the Strand and the Holman under its new management opened on Saturday with "The Kaiser."

Harry Pomeroy, the well known manager of the Globe picture theatre, in Toronto, has been captured by the Universal Film Company, and brought to this city to manage the Holman, which is being decorated throughout, and was opened under the new management last week. Harry and his fellow-manager and lobby display rival, Archie Laurie, met, and whether they argued out the respective values of their policies, I don't know, but they certainly had a good time.

Speaking of the new venture at the Holman, which opened last week under the management of Harry Pomeroy, Mr. Groneau of the Universal states that in the first four days to Tuesday, the house took more money than in any one week since it has been opened as a picture theatre. Certainly the appearance of the house, after its renovation, is an eye-opener to old patrons, who remember it as it used to be. One striking effect is produced by oil paintings of movie favorites let into niches all along the two aisles of the theatre. A convenient and tastefully arranged guest room has been placed at the back of the theatre, and in every way the house is now on a par with the best appointed picture theatres on St. Catherine street.

On Saturday next, April 13, the Imperial Theatre starts its initial performance of children's entertainments, and these, if successful, will be continued every Saturday morning hereafter. About five thousand letters have been sent out to ladies all over the city asking for their support to the movement. Those who are unable to attend the performances are requested to tell their friends and co-operate in making the Imperial the children's theatre every Saturday morning.

These children's entertainments will consist chiefly of moving pictures especially selected for the youngsters with both vocal and instrumental accompaniments. The subjects of the various pictures will deal with topical, scenic, travel, industrial, fairy tales and the like. A special series of boys' stories written by Judge Brown, founder of the Juvenile Court, and good, clean,

wholesome comedy. There will also be one feature picture of the longer variety with well-known favorites such as Mary Pickford, Marguerite Clark, Vivian Martin, and Jack Pickford, the latter in some of Mark Twain's famous stories. This is a move on which Mr. Conover, manager of the Imperial, deserves congratulation, and is the inauguration of a plan which is sure to go well both with parents and children.

Various moving picture theatres of Montreal are vying so keenly for public patronage that a number of them have gone to the expedient of offering double feature bills as regular shows. Theatres concerned include the St. Denis, Regent, Moulin Rouge and Tivoli.

During the week of March 11 the St. Denis offered "Two Big Shows: in One," and the programme included "The Floor Below," Douglas Fairbanks in "Double Trouble," a two-reel picture of Mr. and Mrs. Vernon Castle, and a one-reel war picture. At the Regent, the double bill included Jane and Katherine Lee in "Troublemakers," and Jack Pickford in "The Spirit of '17." A double programme at the Moulin Rouge consisted of "The Beloved Traitor" and "Loaded Dice." At the Tivoli the doubleheaders included the following features: "The Awakening," "Story of the Willow Plate," "Builders of Castles," "The Golden Idiot," and "The Troublemakers." On Wednesday night, March 13, an extra comedy programme was presented. For this evening the show was increased by the addition of six reels of comedies.

## BACK FROM NEW YORK.

Mr. L. E. Ouimet, president and general manager of the Specialty Film Import, Limited, has just returned from New York, and reports that Pathe is to continue releasing features, and has at hand a six months' supply.

The present releases include Irene Castle in "The Hillerest Mystery"; Frank Keenan in "The Ruler of the Road," and Bryant Washburn in "Twenty-one."

Among the coming productions which are already made or near completion are: Fannie Ward in "The Yellow Ticket," "A Japanese Nightingale," and "The Narrow Path"; Frank Keenan in "The Bells" and "More Trouble"; Bryant Washburn in "The Range Rider," "Kidder and Ko," and "In Wrong"; Bessie Love in "A Little Sister of Everybody," "How Could You, Caroline," and "Carolyn of the Corners"; Irene Castle in "The First Law," and "The Girl From Bohemia"; Gladys Hulette and Creighton Hale in "Annexing Bill," "For Sale," and "Waifs"; Baby Marie Osborne in "Dolly Does Her Bit," "The Soul of a Child," and "The Evidence."

It is expected that this list will be augmented very soon by the taking over of several productions by Pathe and a realignment of its affiliated producing companies.

Original from

NEW YORK PUBLIC LIBRARY



Mary Miles Minter, American-Mutual Star.



# MARITIME PROVINCE MENTIONS

"The Daughter of the Gods" has at last reached St. John, and will be shown at the Lyric Theatre all next week.

N. W. Mason, of New Glasgow, has contracted for the Paramount-Areraft Service, and will start on April 15th with these pictures.

E. R. Lynn, of the Casino, at Sydney, N.S., and Nat Nolan, of the Russell Theatre, Glace Bay, have also contracted for the Paramount-Areraft Service.

R. J. McAdam, of the Casino, at Halifax, N.S., has booked from the Famous Players three specials which he will show shortly.

A new deal has gone through by which the Orpheus Theatre, Halifax, has changed hands. It has been purchased by L. R. Acker, who will run it under his own management as well as Acker's Family Theatre.

At the Savoy Theatre, Glace Bay, the audiences are enjoying "The Mystery Ship." Paralta plays are shown here, the Henry B. Waltham one, "His Robe of Honor," being the last. With a vaudeville act this makes up an excellent bill.

Perth, N.B.—N. J. Wootten, the manager of the Specialty Theatre at Andover, N.B., has a very well written letter in the Victoria County News regarding the mission of the theatre in war-time.

A feature was made by the Halifax Herald of sending the late war news to all the theatres. Good news of a French success given out at the Academy of Music was received by the playing of the Marsellaise by the orchestra and the standing up of the large audience.

E. Gaudet was in St. John this week and is going out on the road looking after the many showings of "Damaged Goods" which F. G. Spencer has arranged for. Mr. Gaudet's place as manager of the Gem Theatre, Fredericton, will be filled during his absence by C. F. Stowe, of the Lyric and Unique, St. John.

The lady who sells tickets at the Academy at New Glasgow for N. W. Mason was held up by robbers in the street last Friday. She had under her arm two rolls of tickets and a cash box containing \$70. Two men stepped behind her and made a grasp for the box. She managed to hold on to the cash. The men made their escape.

At the Imperial "The Price of a Good Time" attracted large crowds at the two days' showings and many fav-

orable comments were heard. Several ministers in the city had taken occasion to preach against the motion picture, and this fact was taken advantage of by W. H. Golding in his advertising, as he pointed out the excellent lesson taught by the Jewel production. There was no increase in price at the theatre.

The Sydney Record had, in a recent issue, a picture of "Billy" Cuzner, under the heading "A popular movie magnate who meets trouble with a smile and a winner."

The article goes on to say that perhaps there is no more popular movie man in the province than Mr. Cuzner and to congratulate him upon the way he bobs up smiling after reverses. The losses suffered by "Billy" Cuzner from fires have been many and serious and yet he just kept on going.

In spite of the destruction lately of his Premier Theatre at Sydney Mines he opened as soon as possible in the old Temperance Hall, and as soon as the weather is fit is building a new and fireproof theatre at the corner of Clyde Ave. and Main St. The newspaper voices the hearty congratulations of the citizens upon Mr. Cuzner's energy and pluck, in which his many friends will join.

St. John, N.B.—The Imperial Theatre was the scene of a patriotic musicale on Good Friday afternoon, the concert being given in aid of the Soldiers' Comforts Association, who held a tag day on Saturday. The concert took place after the second show at the theatre, and the programme was arranged by W. H. Golding of the Imperial, and F. G. Spencer. Steve Hurley gave a dramatic reading, which was splendidly recited, and was received with good applause. The programme opened with some very fine war pictures loaned for the occasion by the Specialty Film Import. Miss Gilmour, who is singing this week at the Imperial, volunteered her services, which were gratefully accepted.

The Empress Theatre, West Side, was given on Saturday evening for a concert for the same good cause by its manager, William Smith. Pictures were shown of the new Russian art films being advertised as a special attraction.

E. Bizar of the Metro Film Service, St. John, is in receipt of a letter from K. Keltie, of Truro, which he values highly. On learning of the Metro merger, Mr. Keltie wrote:

"My Dear Bizar—Learned to-day of the Metro merger, and am sorry to hear of it, from the fact that it will undoubtedly remove you from this section. Sorry, old man, and I want to be the first to say to you that I appreciate what you have done along real showman lines to better the situation between exhibitor and exchange."

"For my personal service at the Strand let me thank you. It has been perfect, and I have been able to ac-

complish wonders owing to your assistance. This is not bull, but the real sentiment of yours truly.

"K. KELTY."

In sending the copy to your correspondent, Mr. Bizar states that he is retaining the original, for he prizes it very highly. He seems to think that expressions of appreciation between exhibitor and exchange men are rather rare.

## NOVA SCOTIA NEWS NOTES.

Tom S. Daley.

### BROWN FLITS TO REGAL.

Halifax, N.S.—Manny Brown has been in charge of the Maritimes office of Superfeatures since its opening several months ago, has severed his connections with that firm, and is now associated with the St. John branch of Regal Films acting in the capacity of sales manager for eastern Canada. "More power to yez, Manny."

### BERNSTEIN TO MONTREAL?

Halifax, N.S.—Although not officially announced as yet, it is understood that Mitch. Bernstein is soon to relinquish command of the St. John office of the Monarch, and to take over the management of the Montreal branch for the Famous. "Bernney" has made many friends and built up a wonderful business for Paramount-Monarch in this territory, and although his smiling face and winning ways will be sadly missed in this part of the world, I know that the Maritime exhibitors will unite with me in wishing him the greatest of luck in his new field. Joe Kauffman, we are led to believe, will succeed Mr. Bernstein in St. John.

### WORK STOPPED ON NEW THEATRE.

Sydney, N.S.—Work on the new Strand Theatre has been held up for the past few weeks for reasons unknown to the writer. It is said that there is some hitch between the promoters and the real estate owners.

### "JUST A MINUTE!"

Halifax, N.S.—Steve C. Hurley, general manager for F. G. Spencer's circuit of movie theatres, has been in our midst for the past week supervising the presentation of "Damaged Goods" at the Academy of Music.

### DOUG. CALLED HER BLUFF.

During the big Red Cross drive a woman at Hollywood offered \$100 to the fund if Douglas Fairbanks would jump from the roof of the stand. He did—a distance of twenty feet. Five dollars a foot. Doug. says he is glad the lady didn't offer a thousand dollars.



*The exquisite*

MARGARITA  
FISCHER

*in "Ann's Finish"*

The story of a man in a girl's  
room and what happened

Produced by AMERICAN FILM COMPANY, INC.

Available at MUTUAL FILM EXCHANGES





Pathé



# TOTO

*in two reel comedies, every month, gives to our audiences real fun unsurpassed at any price. The children love him; The grown folks-well, just to the laughter when show him.*



## RUTH ROLAND

*and FRANK MAYO of "WHO PAYS?" and "The RED CIRCLE" fame in .....*

### "The PRICE of FOLLY"

EIGHT CHAPTERS-TWO REELS EACH

*"Little features with a big star"  
Your program needs them. ....*



PATHE'S SERIAL SUPREME

# "The House of Hate"

WITH

PEARL WHITE AND  
ANTONIO MORENO

Is Smashing Box Office Records

Have you secured your dates from our nearest branch ?

**DON'T WAIT! Write, Phone or Wire**

**COMING !**

**IRENE CASTLE**

The Best Dressed Woman in America  
IN A FIVE PART PATHE PLAY

## "The Hillcrest Mystery"

A STIRRING DRAMA of LOVE,  
THRILLS AND TREACHERY

IRENE CASTLE



PATHE PLAYS  
Big Stars-Big Features

**Specialty Film Import Limited**

St. John   Montreal  
Toronto,   Winnipeg  
Calgary,   Vancouver



*A Live One—Yea, Verily!*  
*Grab it Quick*

# **"The Whirl of Life"**

Featuring two people known  
everywhere in Canada

**MR. and MRS. VERNON CASTLE**

With proper advertising this film will get the Exhibitor  
a fist full of money.

Romantic and exciting story of their lives.

Only picture in which they both appear.



*BOOK IT NOW!*

**HOFFMAN - FOUR SQUARE PRODUCTIONS  
NOW READY FOR CANADIAN EXHIBITORS**

## **"The Bar Sinister"**

8 Reels with  
MITCHELL LEWIS  
VICTOR SUTHERLAND  
and HEDDA NOVA

## **"Her Fighting Chance"**

7 Reels  
FEATURING  
JANE GREY  
THE BROADWAY STAR



DISTRIBUTED THROUGH

**SUPERFEATURES, LIMITED**

MONTREAL TORONTO ST. JOHN WINNIPEG



# LOBBY DISPLAY DEPARTMENT

Conducted by  
**ARCHIE LAURIE**

A sensation was created along the Main when the lobby display for "Brace Up" was shown last Sunday. At least one might judge so by the crowds that never ceased during the whole of the afternoon to block the lobby to the Midway. Special attention was drawn to this Bluebird production by the display of the Bluebird trade mark above the design, suspended from the top banner.

I think it is very necessary to use a good trade mark like this one to get one's patrons used to it, so that when they see this trade mark they will at once know that a Bluebird photoplay is being produced. A realistic point about this trade mark is that the Bluebird is attached to the top banner by a wire to each end, and is continually swinging in the wind, which gives it a very natural appearance.

The centre display which attracted so much attention is a skull in which a man's head is shown, is a reproduction from a one-sheet on the "Brace Up" feature, but I added to this an opened safe and a kit of burglar's tools lying on the top of it. The head of a man was that of the hero of the photoplay, Herbert Rawlinson. On the sheet from which this head was taken he was shown holding a revolver, but I thought it unnecessary to have a revolver, as the picture itself is sufficiently gruesome without adding to the violent effect of the display by the showing of lethal weapons.

The trade mark of the Bluebird was also used on the display on the two bottom corners. The reason why these trade marks were used so frequently was because we have again begun to use these productions after a lull of around six months, so that it seemed necessary to insist on the Bluebird as far as possible so as to impress my patrons.

The whole display is a cardboard cut-out about eleven feet high. A feature of the Bluebird itself was the fact that at night its eyes were illuminated with electricity, which added materially to the general effect.

ARCHIE LAURIE.



Lobby Display for the HERBERT RAWLINSON Production "BRACE UP"

## CHARLIE'S JOKE.

Charlie Ray, announcing the marriage of his sister, says she is now an X-Ray. Rather clever of Charlie, don't you think?

## WILLING TO ADOPT HER.

After Ella Hall appeared in "The Little Orphan" six hundred and forty fellows wrote to her offering to adopt her.

# TWO MAGNIFICENT ATTRACTIONS

## "The Eyes of the World"

Seven Reels

## "RAMONA"

Eight Reels

ONLY a few weeks have passed since we announced to the Canadian film trade that we had purchased these two tremendous Clune productions for Canada. In that short time they have demonstrated themselves as two of the greatest box office attractions ever shown in Canada. Every live-wire exhibitor in this country should immediately get our proposition. Write, wire, phone, or call personally.

## Arrow Features Syndicate

CHAS. H. HAYSTEAD, General Manager

100 King Street West

Toronto, Canada





DAVID B. GALLY

**GALLY IS VERSATILE.**

**Film Official Can Act, Direct, Paint.  
Write Photoplays, and is Expert  
Camera Man.**

Mr. David B. Gally, director-general  
of the Pan-American Film Co., Limited,

the concern which has just recently taken over the studios at Trenton, Ont., is a versatile young man who should make a great success of the new company. Mr. Gally has been brought from New York at a large salary to produce a series of Canadian Northwest Mounted Police stories entitled "The Riders of the Plains."

The first release of the series will be "When He Brought Back His Man." The company will also produce comedies, the first to be known as "Fowl Play," a barnyard comedy.

Gally has starred throughout the United States and Canada in Shakespearean roles, and has also been the leading man and director of numerous photoplays. His father and uncle, William and Merritt Gally, are said to be the inventors of the first moving picture camera, which was presented to the U. S. government and is now in the Smithsonian Institute in Washington.

The Gallys, it is claimed, have over 500 patents in the United States Patent Office, a number of which were presented to the government. Mr. Gally, who is now in Toronto, has also a reputation as an artist, being a student of Hawthorne, the Cape Cod artist, and of the Modern Art School of New York. He is also the author of numerous magazine stories, and has a



MARIE LAMBERT

play opening on Broadway, New York, this season.

Miss Marie Lambert, the leading lady who will play opposite Mr. Gally, has been ingenue with various well-known theatrical companies, as well as with Lubin, Art Film Co., Vitagraph. She is also a writer, and has a couple of novels to her credit.

**AMERICA'S MOST DISCUSSED  
WOMAN.**

Probably more newspaper and magazine space has been devoted during the last few years to Irene Castle, the star of the Pathe play, "The Hilliest Mystery," which will shortly be released, than to any other person in America, with the exception of President Wilson and Theodore Roosevelt. Certainly no

player on stage and screen has received such enormous publicity. No woman is so much written and talked about. She is an international celebrity. She is the arbiter of feminine fashions, and the fashions which she creates are worn soon after worn from coast to coast.

Since she has appeared in Pathe pictures her popularity and vogue has been increased. The Baltimore American said of her "Her beauty, charm, and picturesque personality were wide-

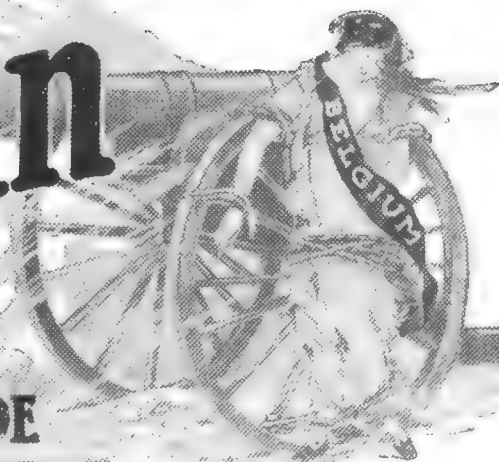
ly recognized before she appeared in motion pictures, but she has proven her right to be considered a screen artist of the first rank." The Louisville Journal said "Mrs. Castle is proving one of the most popular stars of the screen."

The joint celebrity which she and her husband, the soldier-aviator enjoyed, was shown at the time of the tragic death of Lieut. Castle recently. It was a front page story in probably every newspaper in the country.

**SIDNEY OLCOTT'S  
STUPENDOUS HEART INTEREST SPECTACLE -**

# The Belgian

**STARRING  
WALKER WHITESIDE  
and VALENTINE GRANT**



RELEASED THROUGH

**SUPERFEATURES, LIMITED**

MONTREAL

TORONTO

ST. JOHN

WINNIPEG

## A WONDERFUL PERFORMANCE.

Easter Week at the Regent in Toronto  
is Noteworthy Occasion.

This week's entertainment at The Regent Theatre, Toronto, is an educational lesson for any one interested in studying real showmanship and the proper presentation of pictures. Canadian exhibitors anxious to get ideas and suggestions need not go to the Rivoli or the Rialto in New York. Let them take a lesson nearer home, and visit The Regent.

It was Easter Week, and the management of the Regent decided well in advance to make it an Easter Week entertainment throughout. Everywhere in the bill was the little intimate touches that go to make up atmosphere, class and refinement.

The feature of the week was "Mother," starring Elizabeth Risdon, a young woman who gives a wonderful portrayal of the mother-character. The theme has to do with that great and appealing force, mother-love. The story is a simple one, but entwines itself around the hearts of the audience with a vise-like grip. It was peculiarly adaptable for Easter Week, and the Regent management couldn't have chosen a more fitting picture for this occasion.

Real showmanship was shown in choosing this particular picture, and this, in itself, is a lesson to exhibitors to use their brains in selecting their film offerings.

The real surprise of the evening performances was the picked chorus of 35 mixed voices. Immediately after the Regent orchestra had rendered the famous Easter "Hallelujah Chorus," the stage was gradually lighted, and the chorus came into view. They had been concealed by a transparent drop, which hid them from view until the lighting

arrangements brought them to the gaze of the audience. The drop, which concealed them from the audience, showed the exterior of a church, and when this drop disappeared in the bright light, it showed the chorus standing in front of another drop representing the interior of the choir-loft in a church setting.

The arrangement was so effectively handled that the chorus seemed to come to view and then melt gradually away, much to the mystification and unbounded enthusiasm of the audience. It was the master-touch of the evening.

Of course, the Regent orchestra had a fine selection of Easter music. Another added attraction was the presence of Mr. Alan Turner, the singer of Victor record fame, who gave several wonderful vocal selections, accompanied by both the orchestra and the chorus.

All in all, it was one of the most noteworthy weeks in this theatre, and much of the credit is due to Mr. Mitchell, the manager, under whose supervision all the many arrangements were made. John Arthur, leader of the orchestra, is also deserving of praise for the musical end of the programme.

Toronto should be proud of possessing such a theatre as the Regent, and evidently the citizenry are well aware of the high-class entertainment that was given Easter Week, as the house did record business.

Since the announcement was made a few weeks ago that Superfeatures, Limited had secured the Canadian rights to the new serial "The Eagle's Eye," this concern has been receiving enquiries from Canadian exhibitors that demonstrates that great interest has been taken in the releasing of this serial in Canada. "The Eagle's Eye" is a patriotic serial of the best type, and is Chief Flynn's story of the Imperial German government's spies and

plots in America. It is said to abound in thrills and punches, and is a real and intelligent expose of the German menace, not a mere jumble of impossible plots such as is possessed by the average serial.

"I am more than pleased with the reception given 'The Eagle's Eye' in Canada," said Mr. Charles Stevens of Superfeatures, Limited, in talking with The Digest the other day. "We are confidently expecting to do big business with this great serial in Canada, and judging by the number of enquiries that we have been receiving, we will not be disappointed."

It will be good news for the Canadian exhibitors to learn that they can now book the famous Goldwyn pictures at a price they can afford to pay. Regal Film, Limited, have decided to make the price of four of these features so attractive that the smaller fellow can run them and still make money. The Regal people now have ready for booking four excellent Goldwyn pictures of proven merit. They are: "Polly of the Circus," with Mae Marsh; "Baby Mine," with Madge Kennedy; "Fighting Odds," with Maxine Elliott; and "Spreading Dawn," with Jane Cowl. They also have a splendid list of other features that the careful buying exhibitor cannot afford to overlook.

Robert Leonard is directing Mae Murray in a new heart interest production "Danger—Go Slow," in which the action shifts back and forth from the habitats of the yeggmen of New York to a waiting mother in a small town, who every night puts a lamp in her window to guide home the wavering footsteps of her erring boy. Leonard and Miss Murray collaborated on the story.

Thos. H. Ince SPECIAL PRODUCTION

THOS. H. INCE'S  
Dramatic Thunderbolt

STARRING

Bessie Barriscale

Who Pays—The Man,  
or Woman?

A GREAT PICTURE THAT WILL GET BIG BUSINESS

RELEASED THROUGH

SUPERFEATURES, LIMITED

MONTREAL

TORONTO

ST. JOHN

WINNIPEG



# PROJECTION DEPARTMENT

Conducted by  
Mr. C. A. McMAHON

In a previous issue of The Digest, Bro. Higgins was credited with having more points than is actually the case. The contest should have read: Wallis, 24; Higgins, 22; with Question No. 17 undecided. The contest, which has been running for some time past in The Digest, will be soon terminated. A full or announcement will be made in The Digest in a few weeks.

## REWIND DEVICE.

Bro. W. R. McCutcheon, Oshawa, Ont. The editor received a communication from Bro. McCutcheon, in which was stated that he had evolved a device that will do away with the necessity of re-winding films. In reply to this, I beg to state that I have taken up the matter with a very reputable firm to further the development of this idea, and patent rights are now pending.

Those who are further interested may communicate with Mr. W. R. McCutcheon, Box 193, Oshawa, Ont.

## QUESTION No. 18.

By R. C. Higgins.

It would be rather a broad statement for me to make, to say just what degree of optical knowledge an operator should possess. Plainly it may be said that optics practically applied in the operating booth is possibly of more importance than electricity, although I am open to correction on this point. However, I am safe in saying that if a proper knowledge of optical principles were acquired by the projection man, this country would save in one year the wages paid to them for their labor. How? You may ask. Go into almost any booth and note the loss of light (electrical energy) by reason of improperly applied principles of optics such as lamp position, size of spot, condensing system, objective system, and lens care. You will be sufficiently impressed.

I am convinced that an operator ought to have a knowledge of physics to a certain degree, encompassing the elements of optics, for in this respect one becomes familiarized with light action, lenses, formulas for their uses, and the application of same in practical projection.

For instance: The reason for screen distortion; halo in connection with patent screens; out of focus effect at different parts of picture; poor screen illumination from different parts; incorrect screen reflection; haze; prismatic effect.

These are resultant effects directly from optical irregularities and misapplied principles that may all be very simply remedied if the operator is equipped with a knowledge of optics.

His knowledge should embrace the following characteristics of lens systems and light action. And allow me to state right now that I have personally, time and again, found it necessary to be conversant with the following laws governing spherical aberration, chromatic aberration, curvature of field, flatness of field, in a sense as applied to "no depth of focus," halo, and too low lens speed, giving rise to light loss. Keystone, and off centre effects in one case arising from improper lens placements (axial) in tube.

The various formulae on condenser combinations should be known to the operator, and especially those of Mr. John Griffiths, of Ansonia, Conn., which encompasses practically the full needs of the operator in this direction. Of course, I include the principles involved. (Here Bro. Higgins urges me to speed up our lessons in optics that the department has inaugurated.—Ed.)

All of the principles governing spread of light per foot, and conjugate distances, the calculation of lens as to their speed, equivalent focus, and combinations certainly should be understood.

Now the reader may wonder what in thunder is the operation coming to if an operator must know all of this. Simply this: I have not mentioned a solitary thing that does not enter into practical projection. That is when the principle of earning your money honestly is considered. Anybody can waste current, but the trick is to give good results at a low cost. And one of the best ways to do this is to practice optical principles.

I will conclude my remarks by asking a question. Why do you suppose men connected with institutions of learning go to the expense and trouble of publishing 700-page works on projection and optics if there were no need for the works?

## Comment.

I think this is the finest article I have yet seen in reply to the entire list of questions offered. The reason that I say this is because the issue of optics above all others is the one most neglected by the operator, and the remarks of Bro. Higgins is indeed most appealing to my mind by reason of this fact.

Very little can be added to complete this article, and I am giving it as presented. (Two points.—Ed.)

## THE PHYSICS OF LIGHT. THIRD OF STUDY SERIES.

I have known some operators to give reasons and strange explanations of certain causes for the different effects set up in the light rays and optical effects found in projection. For instance, I have listened to one man's reason for the ring sometimes found to be thrown from the condenser beam upon the walls and ceiling. He said it was because of polarized light. Another's reason for a flicker upon the ceiling of a theatre was because of dispersed light. And there are any number of cases where the wrong application of terms are used and to such an extent that it would not be out of place to review some of the terms and see what we are talking about when we use them.

As an example take ultra-violet light. It may interest some of you to know that this light is invisible light. If the world should be illuminated only with ultra-violet light, we would be in total darkness as far as we are concerned. So you will see that here many have been misinformed in this radiation character. In another instance, I remember a serial in which a gang of crooks did much murder with an apparatus which produced infra-red rays of light, and it clearly showed this beam destroying life and what not, and its path could be clearly discerned.

Now the point is this: Not that the picture was to blame, but our ignorance was such that this picture "went over." Needless to say, infra-red light is also invisible to our eyes. Now while you are reading all of this, you no doubt remark to yourself: "Well, just what are these radiations, and how do they effect projection?" In the first place, ultra-violet and infra-red radiations have nothing whatever to do with projection. But it would be well to understand this nature of light, because in so doing you will become familiar with other principles of science which are applicable to projection.

(To be continued in our next issue)

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173

Toronto,

Canada

"THE SCREEN PAR-EXCELLENCE"

**ACME GOLD FIBRE SCREEN**

Manufactured by GEORGE McARTHUR, Jr.

WINDSOR, ONT., CANADA

# STORIES OF THE PLAYS AND PLAYERS

## WHY THE RED ROSE?

When Richard Ordynski set about writing the story of "The Rose of Blood," the dramatic picture play which Theda Bara has just completed for William Fox, he desired some symbol which could be used as the sign of the revolutionary party. After a consultation with Miss Bara he finally adopted the red rose, "the rose of blood," for the token.

The rose itself was used because it is usually accepted as a sign of secrecy. In ancient times, when the people of the North wished to preserve the most profound secrecy in regard to what was said among themselves at their feasts, a freshly gathered rose was hung from the ceiling above the upper end of the table. It was considered not only dishonorable, but also a crime, to reveal that which was said "sub rosa."

Red was chosen as the color of the flower because this hue has been used by the Russian revolutionists as their symbol of freedom. At the time of the outbreak of the uprising all foreigners coming into the Empire were forced to wear a bit of red about their persons, to signify their acceptance of the revolutionary regime. Thereafter all sympathetic soldiers wore red rosettes, and the citizens had a twist of something red through their buttonhole or sewn on the front of their caps.

## MONROE SALISBURY IN THE RED, RED HEART.

Rhoda Tuttle, a lovely young girl from the East, has been brought by her fiancée, John DeWitt, to Arizona to regain her health and nerve which have been shattered by the tragic death of her father and mother in a railroad wreck. She had lost all interest in life. Jack Newman and his wife Katherine made life as pleasant for her as possible, but no amount of devotion seemed to cheer her. On a big irrigation project Newman had employed as chief engineer a full-blooded Indian with a Yale education, named Kut-Le, half Apache and half Pueblo. He was the chief's son, and the leader of his people. He alone could do anything with the Indian workmen. Kut-Le took an immediate interest in the melancholy white girl, and saved her life by sucking the poison out of a scorpion bite which she had received. Then he told her that the only remedy for her melancholy was the great desert. DeWitt and Billy Porter, a western friend, were both extremely suspicious of the Indian, but he persevered. Realizing that the only way to cure Rhoda was to take her out of herself, he kidnapped her one day and in spite of every effort that her friends made to capture her, he kept her in the desert, always fighting for her freedom, but suffering no injury and no discomfort. The proximity drew the two very close together, but it was a startling revelation of character which permitted her to love the Indian.

## STRONG CAST IN "LEST WE FORGET."

Rita Jolivet, the talented star of the Metro screen spectacle of international war events, "Lest We Forget," is assisted by a cast of superior excellence in this production.

Hamilton Revelle, who plays opposite the star in the role of Harry Winslow, is one of the most distinguished actors on the stage, being known not only in America, but throughout Europe. He is already well known to Metro patrons, having been starred in "The Price of Malice," "An Enemy to Society," and "The Half Million Bribe." He has long been noted for his success in romantic roles. He was the original Crosse-Brissac in the stage production of "Du Barry," playing opposite Mrs. Leslie Carter under David Belasco's management, and he appeared with Olga Nethersole in England and America, playing opposite her as Jean in "Sapho," as Don Jose in "Carmen," and other noted productions.

L. Rogers Lytton, well known screen player, is seen as Baron Van Bergen, a German master spy, a similar role to that he played in "The Battle of Peace." He is now serving as an officer in the United States army, having secured a leave of absence to play his role in "Lest We Forget."

Kate Blanche plays Madame Heriot, the mother of Rita Jolivet, who is portrayed by Rita Jolivet. Miss Blanche is a Metro favorite, who has been seen in "The Brand of Cowardice," "The End of the Tour" and other productions.

Other leading members of the cast are Emil Roe, who is seen as the Mayor of Roses-sur-Meuse, Clifford Saum, who plays Fritz Muller, Henry Smith, who impersonates General Joffre and Gaby

Perrier, who plays a young mother role. Leonce Perrett directed "Lest We Forget."

## STORY OF "THE BELGIAN."

The invasion of Belgium by the Germans, the greatest historic event the world will ever know, forms the tremendous climax in Sidney Olcott's spectacular production "The Belgian."

Scenes of the desolation wrought in the little kingdom of grief by the Huns are depicted with striking realism and British and French army officers who have lived through the devastation have informed Mr. Olcott that he has succeeded in converting the tragedy of Belgium to the screen with the accuracy of a master.

Co-starring in "The Belgian" are Walker Whiteside, remembered for his excellent work in "Mr. Wu," "The Melting Pot," and other big dramatic stage successes, and Miss Valentine Grant, whose triumphs in films are numerous.

The story of the play revolves about the lives of two simple Belgians and Mr. Olcott has invested his subject with engrossing heart appeal. Not a great deal of footage is devoted to the battle scenes, but those that are shown will go down in screen history as being quite the best ever revealed in film.

## JUNE CAPRICE HAS BEEN TWO YEARS WITH FOX.

With the release on April 7th of "A Camouflage Kiss," the William Fox Super Feature directed by Harry Milarde, June Caprice will have spent just two years with Fox productions. Her first Fox picture, "Caprice of the Mountains," was released April 7th, 1916, and since then she has been seen in a long list of Fox productions.

695509A

## ADVERTISING CAMPAIGN FOR "THOSE WHO PAY."

If you are going to run this film there are some mighty good advertising angles on it that you should use. The story is founded upon the eternal triangle—two women and a man. It tells of the adventures of a shop girl, and of her illicit love for a married man. In advertising this picture you must play up the big moral question involved in this film. Make a special effort to interest women, women's clubs and societies in the production. The subject is a delicate one that has been handled in a masterly manner by the producer. Even the most acutely sensitive will not be offended. You can use such catch lines in your advertising as "Who is it that pays when we fail to resist temptation? Is it the man or the woman?" Or this one: "Should a good woman who falls through no fault of her own be condemned?" There are many other catch lines that will tell the moral of the story briefly and whet the curiosity of the people to see the film.

Original from

NEW YORK PUBLIC LIBRARY



Walker Whiteside and Valentine Grant in "The Belgian."



# ADVANCE NOTICES FROM THE EXCHANGES

Bluebird Photoplays are releasing two exceptional Bluebird pictures April 1st and 8th. The April 1st release will be "Fast Company," featuring Franklyn Farnum, the man with the contagious smile, who plays a dual role in excellent manner.

The April 8th release will be "The Red, Red Heart," in which will be featured Monroe Salisbury and Ruth Clifford. In these two sterling players Bluebird Photoplays have two of the most popular present-day stars on the screen, and they are prime favorites with the Canadian exhibitor. Monroe Salisbury is an actor whose work bears all the earmarks of the finished artist. Miss Clifford, who is playing beside Salisbury, is one of the most beautiful and dainty actresses on the screen to-day. The two players make an ideal drawing card. The latest offering, "The Red, Red Heart," is a western tale of the desert, and shows how love overcame the obstacles of color between a cultured white woman and a college-bred redskin.

Preparations for the great Hun drive, showing the French moving monster guns into position, and scenes in the armed camp of historic Venice, with picturesque gondolas transporting war supplies, are some of the features of the Screen Telegram released by Mutual Film Corporation, April 8th.

Ann Murdock, in "The Richest Girl," is announced for release April 29th, by Mutual. The production was made at the Empire All-Star studios under the direction of Albert Capellani. It is a comedy of the type which has made Miss Murdock a Broadway star in Frohman plays.

The story of the play concerns itself with the rather pink situations in which Benjamin Downey, the daughter of a multi-millionaire chocolate baron, is forced when her new touring car gets stalled in front of the cottage of a handsome bachelor in the environs of New York, and she accepts the hospitality of the bachelor for the night. The bachelor is entertaining an artist friend of his, and they both view with alarm the consequences should the bachelor's fiancée, who is expected, arrive.

"The Richest Girl" takes possession of the bachelor's bed while he dozes in the reception hall. Just as they are all sitting down to breakfast, Flora Mingasson, the bachelor's fiancée, arrives with her papa, and things begin to happen. Paul, the bachelor, is dismissed from his position in papa Mingasson's office, and his engagement is broken by Flora. Benjamin becomes interested in Paul, the young bachelor, and contrives to meet him on several occasions aided by the good offices of the artist. When Paul calls on "The Richest Girl" to reproach her for the misfortunes which have befallen him since the cottage episode, he discovers that he has fallen deeply in love with her and that his love is reciprocated.

While the play contains many delicate situations, they are handled in a thoroughly artistic manner.

## "THE HILLCREST MYSTERY."

Pathe presents Irene Castle in the Pathe play, "The Hillcrest Mystery," and in this feature this popular star has a vehicle that teems with action, suspense and intrigue, with a touch of color from the great war in which her aviator husband lost his life.

The story revolves around Thomas Sterling and his pretty daughter Marion (Irene Castle). The father decides to donate his immense shipbuilding yards to the United States government for the duration of the war. Then the action commences with a bang. A necklace worn by Sterling's daughter disappears, Marion is loved by her fathers' secretary, but has a rival who has the favor of the father.

Sterling is murdered in a mysterious manner. Later another tragedy occurs, when the family lawyer is killed, and the will stolen and a fraudulent one substituted. The cartridge which caused the lawyer's death is discovered to be from a German Mauser. The ending is exciting and surprising. You will never guess it, so cleverly has it been arranged.

## "THE WOLF-FACED MAN," PATHE SERIAL, UNDER PRODUCTION AT THE DIANDO STUDIOS.

"The Wolf faced Man" is the name of a Pathe serial on which work has begun, and it will add to the name and fame of the house of serials when it is

released some time during the coming summer. This serial is being produced by the Diando Company for Pathe from the story by W. A. S. Douglas and Lucier Hubbard.

"The Wolf Man" is a western serial, and the story deals with the action of a man who is disguised with a mask which resembles a wolf's head. It is a serial of thrills and mystery. The scene is laid in the West around 1870, and is replete with action and adventure. Some of the early episodes call for an Indian attack on an immigrant wagon train, the burning of the wagon train, and a pitched battle between Indians and United States soldiers in which the Indians are routed.

George Larkin has been selected as the leading man for this serial. He is well known in pictures as one of the best "stunt" men before the camera to-day.

Betty Compson, who for the past two years has been the star of Christie Comedies, has just been engaged to play the leading feminine role opposite George Larkin throughout the serial. Others who have been engaged are Ora Carew for the female heavy role; William Quinn, male heavy; Horace B. Carpenter for the title role; Fred Malatesta, Harry O'Connor, and True Boardman. W. R. Thornley and Robert Phelan will do the camera work, and in addition, a special Grafex cameraman will be kept with the company.

Marguerite Clark is working on the interiors for "Rich Man, Poor Man," from the George Broadhurst play. It is said to be an exceptional dramatic offering.



Billy Rhodes, Mutual Strand comedy star, in a scene from one of her latest pictures "A Peach and a Pill"

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

**AT LIBERTY**—Smart, energetic manager seeks position, thoroughly experienced and able to handle any proposition; if your theatre business is slack, try me; highest references; what can you offer? Write Thos. L. Osborne, 228 Forest Ave., Hamilton.

**WANTED**—Pianist; experienced in vaudeville and motion pictures; state lowest salary. Grand Theatre, Dunnville, Ont.

**FOR SALE**—One Wurlitzer organ for moving picture theatre, style "U" theatre orchestra; one year in use, and in first class order, with large motor; cost \$3,300; will sell at a price for cash or cash and monthly payment. Write or come and inspect. Henry McNeil, New Glasgow, N.S.

**FOR SALE**—Complete furnishings and equipment of one of the best furnished theatres in Canada; 650 chairs (5-ply veneer), are rectifier, Simplex, Power 6 A, radium gold screen, 200 yards cork carpet, N. C. R. ticket-selling machine; in fact everything you want to equip a 650-seat house; everything in first-class shape; would pay you to come and see it. Wire or write R. Kershaw, Wonderland, Winnipeg. 1

**FOR SALE**—One of the finest Lyon & Healy piano orchestrations in Canada; nine pieces, \$1,000; don't miss this snap; also music, 40 rolls, like new, at half cost price. R. Kershaw, Wonderland, Winnipeg. 1

### TROTZKY A MOVIE ACTOR.

Leon Trotzky, now so prominent in Russian politics, was at one time a moving picture actor in the United States. He appeared in "My Official Wife," with Clara Kimball Young, and his salary, it is said, was just five dollars a day—the days he worked.

## Additional Toronto and Ontario Topics

Harry Price, of the Famous Players' Montreal office, was in Toronto last week.

Mr. George Perkins, of the Perkins Electric Company of Montreal, was a visitor to Toronto last week.

The British War Official News Weekly, which has been distributed in Canada by The Independent, has been taken over by Specialty Film Import Company. This is a news reel which is filled with British happenings, and has made a well-deserved hit wherever shown.

Mr. G. H. W. Moran, who lately joined the sales organization of Superfeatures, Ltd., has written up some splendid business for this company in the city of Toronto since he broke into film selling. Mr. Moran enjoys a wide acquaintance among vendors of amusement in Toronto, as he was for many years connected with Shea's Theatre here.

A fair-sized audience of exhibitors gathered at the Rialto Theatre, Yonge and Shuter Streets, Thursday night, March 28th, to see the screening of a number of episodes of "The Eagle's Eye," the big serial that is being handled in Canada by Superfeatures, Ltd. This serial is an expose of the German spy menace in Canada and the United States, and abounds in patriotic thrills. Superfeatures report that they have been deluged with enquiries concerning this serial.

The versatility of film men is unlimited. Witness our old friend "Bill" M. Gladish, correspondent in Canada for the Moving Picture World of New York. "Bill" gave an address on "Organization" at the first annual convention of the retail automobile and accessory dealers of the province of Ontario held Monday, Tuesday, and Wednesday, April 1st, 2nd, and 3rd, in Toronto. Mr. Gladish, who is well known in Toronto film circles as a writer of film news, is the editor of The Motor World, published in Toronto.

Mrs. Jewell, of the Toronto office of the Specialty Film Import Co., Ltd., returned a short time ago from New York, where she spent an enjoyable vacation.

The Idle Hour Theatre on Queen St., near Parliament, has changed hands again, and opened for business recently.

Mr. Graham of the Pleasant Hour Theatre of St. Mary's, was in Toronto last week on business.

Mr. F. R. Purcell, of the Lyric Theatre, Simcoe, Ont., was a visitor to Buffalo last week.

Maurice Kaufman has returned from a very successful trip in the north country, and reports that he secured some excellent contracts for Paramount-Aercraft pictures.

Mr. Arthur Bugg of the Model Theatre, Midland, Ont., has just booked a number of Select-Monarch specials.

The Empire Theatre in London has changed management. William Harrison has tendered his resignation as manager.

John Green of the Temple Theatre Galt, Ont., was in town last Tuesday. He recently played "Stella Maris" to great business.

The Savoy Theatre of Hamilton, the burlesque house, will close very shortly, and then commence to show pictures. The Grand Opera House will also finish with the road shows soon, and devote the summer months to pictures.

The new theatre which will be opened on Lock Street in Hamilton, will be known as the Regent. It is very modern, and will be run by McKay Brothers.

### CAN YOU DENY HER?

Theda Bara claims to be a reincarnation of Hoo-Sis, a daughter of one of the Pharaohs. It looks as though she may be able to get away with it, too, because no one can prove she isn't.

If an Exhibitor has an opinion, favorable or unfavorable, we will be glad to print it.

## RADIO MAT SLIDE

Enables the Exhibitor to make an Announcement in One Minute—60 words in 60 seconds—and at a cost of only a few cents. No more "SLOPPY" hand-written slides.

TELLS YOUR PATRONS OF COMING ATTRACTIONS, SPECIAL FEATURES, WAR or LOCAL NEWS.

The most satisfactory Slide in the world.

Send \$2.00 for Box of Fifty

Binding Tape 25 cents

For Sale by all Leading Dealers

For Sale by J. T. MALONE, 337 Bleury St., Montreal

## ELECTRIC SIGNS

### Largest Electric Sign Works in Canada

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL



# Releases in Toronto and Montreal for Week Ending April 6th

## TORONTO RELEASES

### FAMOUS—

"Eve's Daughter," 5 reels.  
 "Huck and Tom," Jack Pickford, 5 reels.

### FOX—

"The Spy," 7 reels.  
 "The Moral Law," 5 reels.

### GENERAL—

"The Fifth Wheel," O. Henry Series, with W. L. Rogers, Chet Ryand and Patricia Palmer, 2 reels.  
 "The Grand Canyon of Arizona," Scenic, Essanay, 1 reel.  
 "The Soup and Fish Ball," Essanay Comedy, 1 reel.  
 "The Triple Cross," Pokes and Jabs Comedy, 1 reel.

### INDEPENDENT—

"Miss Deception," 5 reels.

### METRO—

"Daybreak," Emily Stevens, 5 reels.  
 "His Double Life," Drew Comedy, 1 reel.

### MUTUAL—

"The Impostor," Ann Murdock, 5 reels.  
 "Somebody's Widow," Billy Rhodes Comedy, 1 reel.  
 "Jimmy Dale" Series, No. 15.  
 "The Lost Express," No. 2.  
 Screen Telegram, No. 5.

### REGAL—

"The Tenth Case," June Elvidge, World, 5 reels.  
 "The Splendid Sinner," Mary Garden, Goldwyn.  
 Triangle Drama, 5 reels.  
 Triangle Comedy, 1 reel.  
 Keystone Comedy, 2 reels.  
 Paralta Play, 6 reels.  
 Mutt and Jeff, Cartoon, 1 reel.

### SPECIALTY FILM IMPORT—

"The Other Woman," Peggy Hyland, 5 reels.  
 "Look Pleasant, Please," Harold Lloyd Comedy, 1 reel.  
 Bruges, Belgium, Before the War, Scenic, 1 reel.  
 Pathe News, No. 22.  
 Pathe News, No. 23.  
 British War Office Official News Weekly—  
 "The Price of Folly" Series.  
 "The Hidden Hand," Serial.

### UNIVERSAL—

"The Girl Who Wouldn't Quit," Louise Lovely Production, 5 reels.  
 "Nothing But Nerve," Nestor Comedy, 1 reel.  
 "Sherlock Ambrose," L-KO Comedy, 2 reels.  
 Universal Current Events.  
 Universal Animated Weekly.  
 Universal Screen Magazine.  
 "The Mystery Ship," 18th episode, Serial.  
 "The Bull's Eye," 8th episode, Serial.  
 Finley Nature Study Series, "Wild Fowl of Southern Oregon" and "Mr. Noodle Went to a Masque Ball," Cartoon, split reel.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

"Eric's Daughter," Billie Burke, 5 reels.  
 "Hidden Pearls," Sessue Hayakawa, 5 reels.  
 "Huck and Tom," Jack Pickford, 5 reels.  
 "The Knife," Alice Brady, 5 reels.  
 "It Pays to Exercise," Mack Sennett Comedy, 2 reels.

### FOX FILM CORPORATION—

"The Girl With the Champagne Eyes," Jewell Carmen, 5 reels.  
 "The Spy," Dustin Farnum (Standard Picture), 7 reels.

### INDEPENDENT FILM SUPPLY—

"When You and I Were Young," Alma Hanlon, 5 reels.

### METRO—

"The Shell Game," Emmy Whelan, 6 reels.  
 "The Patriot," Mr. and Mrs. Sidney Drew Comedy.

### MUTUAL—

"The Midnight Trail," Wm. Russell, 5 reels.  
 "Finishing Mary," Billie Rhodes, 1 reel Comedy.  
 "Her Country's Call," M. M. Minter, 5 reels.  
 Screen Telegram, No. 5.  
 "Jimmie Dale," No. 8, "Beyond the Dark."  
 "The Lost Express," No. 11, "The Fight for Millions."

### REGAL (World, Globe, Triangle, Paralta, Goldwyn)—

"Tournament Tower" (World), Ethel Clayton, 5 reels.  
 "Humdrum Brown" (Paralta), H. B. Walthall, 7 reels.  
 Triangle Comedy, 1 reel.  
 Keystone Comedy, 2 reels.  
 Mutt and Jeff Comedy.

### SPECIALTY FILM IMPORT—

"Daddy's Girl," Baby Mary Osborne, 5 reels.  
 "The Hidden Hand."  
 Scenic Split Reel.  
 Luke Comedy.  
 Pathe News.  
 Pathe Gazette.  
 British War Office Official News Film, 1 reel.

### GENERAL—

"The Trimmed Lamp," O. Henry Story, 2 reels.  
 "The Lost Mine," Judge Brown Story.  
 "Breaking In," Pokes and Jabs Comedy.  
 "His College Proxy," Selburn Comedy, 1 reel.  
 "All Stuck Up," Essanay Comedy.

### UNIVERSAL—

"The Magic Eye," Little Zoere, 5 reels.  
 "The Pink Pyjamas," 1 reel Comedy.  
 "Gowns and Girls," El-Co Comedy.  
 Screen Magazine, No. 64.  
 Current Events, No. 46.  
 Finley Nature Studies, No. 11.  
 Animated Weekly, No. 18.

### V. L. S. E.—

"The Other Man," H. Murray and Grace Dimont, 5 reels.  
 "Meddlers and Moonshiners," Big V Comedy.  
 "A Four-Cornered Triangle," 1 reel Comedy.  
 "Children of the Feud," 2 reel re-issue.  
 "Getting Out of Practice," 1 reel re-issue.  
 "The Reckoning," No. 15.

## Subscribe Now to The Canadian Moving Picture Digest

### YOU NEED "WID'S"

#### WID'S

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

#### WID'S

Reaches the managers of over 5000 of the better class Theatres in the U.S.A. who tell us they cannot get along without WID'S. It will pay *you* to fill in coupon and mail it NOW.  
 A sample copy Free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.  
 Times Building, New York City

Please send me WID'S—1 Year at \$10.00  
 6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

# PROTECTION

**W**ITH recent developments in Canada and with further rumors of amalgamations, combines, it is up to you, MR. EXHIBITOR, to line up a program for your theatre that will safeguard you against FILM MONOPOLIES.

**William Fox** has always fought film combines that were a menace to the exhibitor.

**Protection and Profits** are guaranteed by booking Wm. Fox Productions.

## *Now Available:*

<b>Standard Pictures</b> One Every Two Weeks	<b>52 Special Features</b> One a Week	<b>Fox-Lehrman Sunshine Comedies</b> One Every Two Weeks	<b>Mutt and Jeff Comedies</b> One a Week Starting April 29th
---	--	---	--

## FOX FILM CORPORATION, Limited

MONTREAL    TORONTO    ST. JOHN    WINNIPEG    CALGARY    VANCOUVER



~ NOW BOOKING ~

# "LEST WE FORGET"



RITA JOLIVET in "LEST WE FORGET"

Playing Week of April 8th at  
**THE REGENT, TORONTO**  
**THE ST. DENIS, MONTREAL**

The Invasion of Belgium!

The Story of the Sinking of the Lusitania!

The German Spy System in all its Ramifications!

Write or Wire the Nearest Branch

## REGAL FILMS Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



THE NEW YORK  
PUBLIC LIBRARY

PRICE  
**5**  
CENTS

April  
**13th**

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

## 100 PER CENT EFFICIENT

**T**HE CANADIAN Moving Picture Digest is Canada's only Publication devoted to the film business in this country.

The Digest is mailed weekly to every Theatre in the Dominion of Canada.

Advertisers! You cannot afford to overlook the wonderful advertising power and possibilities contained within the Canadian Moving Picture Digest.

**LET US HEAR FROM YOU!**

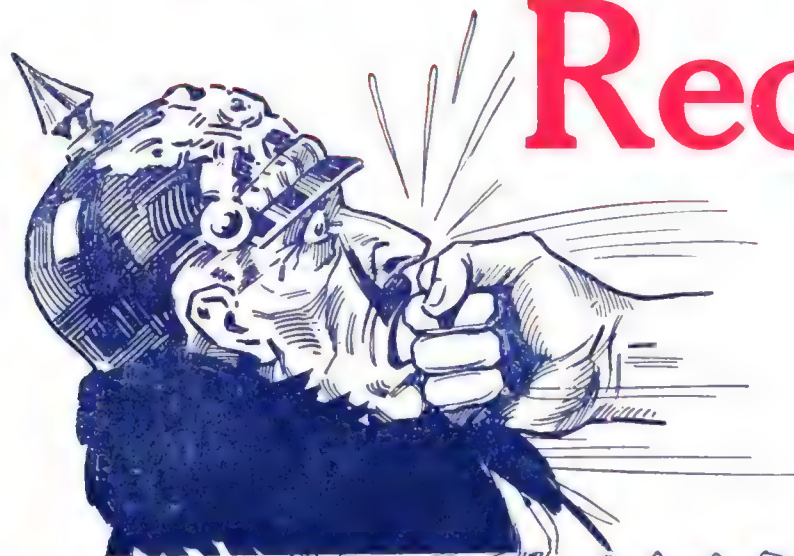
**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# Smashed All Records



## The KAISER

—“The beast of Berlin”—

### HOLMAN THEATRE—MONTREAL

“THE KAISER” took in twice as much money as was ever taken in by any one feature in a Montreal theatre. It packed 'em in for eight days. The picture was the talk of the entire city.

### LOEW'S THEATRE—TORONTO

Loew's Yonge Street Theatre opened at noon, and was packed by one o'clock. The overflow caused the management to throw open the Winter Garden—an unheard of occurrence with Loew's Toronto management.

Strips  
Naked  
the  
Soul  
of  
History's  
Maddest  
King

GET IN TOUCH WITH ANY BRANCH  
STATE RIGHT FEATURES

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

# **Two Great Record Breakers!**

## **“THE BULL’S EYE”**

Bubbling over with zip, pep, action,  
suspense. Featuring that Dare-  
Devil of the Screen---

**EDDIE POLO---’nuf said!**

## **“THE LION’S CLAW”**

Unique and startling. It’s an an-  
imal serial. Nothing like it in  
years.

**MARIE WALCAMP**

is the star---you know her work!

---

**Don’t hesitate to book these two big money-getters  
Any Branch**

**CANADIAN UNIVERSAL FILM CO., Limited**



# The Light That Gives Maximum Definition



## The Negative Carbon That Insures Perfect Projection

**T**HE LIGHT given by SILVERTIPS is a pure white, flickerless, eye-resting light. SILVERTIPS are built for any current strength used in projection and give a pure white light of high intensity sufficient to project clearly, even the very dense art films.

**T**HE HIGH brilliancy of the light given by SILVERTIPS permits of maximum definition and shows the pictures with such reality and clearness as to meet the full approval of the audience.

**T**HE EXHIBITOR who is progressive enough to realize the great importance of good projection, who aims to show on his screen a picture that is free from all defects, uses the NATIONAL-SILVERTIP combination.

**NOTE: SILVERTIPS ARE FOR DIRECT CURRENT ONLY**

### For Alternating Current Projection

To obtain maximum screen definition on alternating current use the WHITE A. C. Special motion picture carbons. These carbons give a perfectly noiseless arc and a penetrating, pure white light. No change in equipment is necessary.

*Write Today for our Folders*

**CANADIAN NATIONAL CARBON CO., Limited**

**265 Adelaide Street West - TORONTO, ONTARIO**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Another Talmadge Success!

## NORMA TALMADGE IN "BY RIGHT OF PURCHASE"



The Splendid  
Story of a  
Loveless Marriage  
Transformed into  
Genuine Love  
Under Fire  
"Over There"

"You Can't go Wrong  
on a Talmadge Picture"

### MONARCH FILM CO. Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 2

SATURDAY, APRIL 13th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

Branch Office:  
Room 2, Imperial Theatre Bldg.  
Montreal  
C. W. Lane, Representative

**RAYMOND S. PECK**  
Editor  
**MERRICK R. NUTTING**  
Advertising Manager  
**HARRY J. MANHEIM**  
Publisher

### REPRESENTATIVES

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**CALGARY, ALTA.**  
H. B. Wright, Regent Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

### FORMS CLOSE WEDNESDAY

Advertising Rates:  
Full Page, \$20.00    Half Page, \$10.00  
Quarter Page, \$6.00  
Two colors or Preferred position extra

## Adapt and Reshape Publicity Matter to Your Own Requirements

**T**HEORETICALLY there are just two things that should appear in a modern newspaper; one of these things is NEWS; the other is PAID ADVERTISING.

When a third thing that is not news and is not advertising comes into the newspaper office, it invariably finds a resting place in the waste basket. Hence it logically follows that Motion Picture Publicity must take on the form and substance of news if it is to be carried gratis as a part of the regular reading matter of the day.

Your biggest problem, then, is to adapt and reshape for your local use the mass of publicity that the manufacturers have prepared for you by high-priced press agents. These men, most of them with newspaper training, really work very hard to create acceptable stories. But of course they labor under the handicap of not knowing the newspaper men that you know, and acquaintanceship will often swing a story with very little actual news flavor to it.

The royal road to getting what you want printed in your local papers is through the business office. The old sordid principle of barter and sale is at the bottom of it. If you are a regular advertiser your publicity contributions are always treated with respect, and the heavier you advertise the more stories your papers will carry for you.

It is pleasing to reflect, though, that hundreds of progressive daily and weekly newspapers have seen the light, and where once they looked with scorn upon the photoplay and everything that pertained to it, they are to-day mighty glad to get breezy gossip of the plays and players for their motion picture departments.

The public is not greatly interested in the commercial side of motion pictures; your average patron would find our trade papers rather dry reading. But, having followed the adventures of its favorites in the sundry fan magazines, your patrons expectantly await the published articles in its home newspapers advising them just when YOU will exhibit the pictures in question. It may be necessary for you to do some missionary work in order to make your editors comprehend that play dates constitute NEWS and should be given considerable prominence; but you shouldn't object to working for something that will bring you new patrons and is a great deal more valuable than the advertising for which you pay space rates.

Familiarize yourself with the mechanical limitations of your home papers. Never make yourself appear foolish by delivering a mounted cut to a stereotyping paper, or a mat or stereo to a direct print paper. Take time to read carefully the stories you clip out of the press books furnished by your exchange and gladden your editors' hearts by having your stenographer re-copy these, double space, on the typewriter. These are little things in themselves, but they count whole heaps when it is time to harvest the publicity you have "planted."



# Allen Interests Buy Two More Theatres in Ontario

## Temple in Hamilton and Majestic in London now under their direction

Announcement has just been made that the Allen interests have taken over the direction of two more Ontario theatres. These two houses are the Temple Theatre, in Hamilton, and the Majestic Theatre, in London. Extensive improvements and alterations will be commenced immediately on both houses to bring them up to the high standard required by this company.

The Temple in Hamilton has a splendid location, and has been given over for some time to the presentation of vaudeville. The direction of this house will be taken over by the Allens on April 15th, when "The Bluebird" will be the film offering of that week. Plans have been made between the management of this theatre and the Hamilton Daily Spectator for an unique advertising campaign, that will doubtless quickly inform the Hamilton public of the policies under the new regime. A private showing of "The Bluebird" was held last week for newspaper men of Hamilton and others interested in the new deal.

Mr. Al. Morgan, who has been occupying the position of manager of the Temple, will continue in that capacity. Mr. B. J. Cronk, manager of the Allen Theatre in Toronto, was in Hamilton last week conferring with Mr. Morgan on various matters pertaining to the policies of the house, and it is expected that everything will be running like clock-work very shortly. The Temple seats nearly 2,000.

The Majestic Theatre, in London, the other house acquired by the Allens, also has a splendid location in the Forest City. Tommie Logan, the present manager, will be retained, and Mr. Cronk also paid him a visit to talk over the London situation.

These two houses will be run on the same lines that have been found to be successful with other Allen theatres in Canada.

## FORGING AHEAD.

### Affairs with the General Film Co. (Canada) Are in Flourishing Condition.

The General Film Company (Canada), Limited, has had a remarkable increase in business since Mr. T. S. Cooper has taken hold in Canada as secretary and general manager. Prospects are very bright for the future.

Mr. A. Gorman, formerly of the Vitagraph Company of Montreal, is now acting as branch manager of the General in Montreal, and he is a very valuable asset, as he needs no introduction to the exhibitors or the exchange men in that district.

Rumors were current that Mr. Cooper was in Canada for the purpose of winding up the affairs of the company in Canada, but The Digest learns from Mr. Cooper himself that this is not the case. A reorganization has taken place that will make the General stronger than ever in Canada, and the business that has been secured since the reorganization has been most gratifying indeed.

## Golding is Sick

### Prominent Maritime Exhibitor Has Breakdown

Friends of Walter H. Golding will be sorry to learn that he is at present in the St. John Infirmary suffering from a nervous breakdown. The popular manager of the Imperial will be much missed from his accustomed place and many friends wish him a complete recovery. Several patriotic societies in the city whose enterprises he has assisted so materially, have sent him flowers and good wishes for his complete recovery.

## Theatre Men Meet Slick Bunco Artists

The following news note from the State of Iowa is in direct line with the editorial which was published in last week's issue of The Digest, and will be read with interest by Canadian exhibitors. The article is as follows:—

"An exhibitor of Iowa, along with others of his brothers in business, has sent out a warning broadcast against a representative who, he says, had a new scheme of distributing films—and incidentally collecting some ready money.

In his letter of warning, the Iowa exhibitor said: "There was a man here last night from Minneapolis representing a company who he said would open an office in Des Moines and handle all kinds of subjects, and by so doing be able to furnish exhibitors with any kind of service now used at one-half of prices paid now for the reason that this arrangement would eliminate the overhead expenses of so many separate exchanges—all paper at one-half of present cost—no reel tax or deposits, etc. In short, a revolution in the business. He had a scheme for membership in the concern and he seemed to have caught several exhibitors near here, as he had their checks, etc. He claimed that all the producing companies were in it and had a large list of them. I did not see fit to invest, and I would like to know if there is anything of this kind in progress. Kindly advise."

## Strong Association

### John Hazza Deserves Credit for Putting it Through

Mr. John Hazza, manager of the Princess Theatre, Edmonton, Alberta, tells why the Western Canada Exhibitors' Association circuit was formed. It was through Mr. Hazza that the organization was given birth, and he deserves credit for pushing it through.

The members include The Regent, Calgary; Daylight, of Saskatoon; Strand, of Prince Albert; Savoy, of Moosejaw; Rose, of Regina; Eagle, of Swift Current, and Empress, of Lethbridge.

"The object of forming the association was to protect the exhibitor against the flood of state rights films that was swamping the market," said Mr. Hazza. "Salesmen would convince the exhibitors they were selling wonderful features, and naturally the exhibitors would sign up and spend a great deal of money advertising. In order to do this they were compelled to raise the admission, as the price of the feature was exorbitant. It was only after the picture was shown that they realized their mistake.

"At the time of organization the film exchanges resented, believing that the circuit's aim was to reduce the price of service, but were convinced that the organization was to their benefit, inasmuch as the circuit would rent a feature and book it over their theatres, thereby dispensing with the loss of time and trouble of shipping that the exchange heretofore had to take care of.

"Naturally this did away with the salesman selling state right features, as the circuit would insist upon a screening before signing up, and if the picture was not worth the price asked it would not be rented.

"Later on Schuberg and Dewees of the Province and Rex Theatres, of Winnipeg and Vancouver, respectively, and the Western Canada Exhibitors' Circuit united and formed the First National Exhibitors' Circuit of Canada."

Mr. Hazza expects to see the entire industry, as far as the exhibitors are concerned, unite into chains of circuits, and in this way be able to put the industry on a business basis. He thinks that in time to come each city will have a schedule price for a first run. It is natural, of course, that different exchanges will ask higher prices than others, but this will dispense with the half-dozen prices for productions.

Mr. Hazza cites instances where he signed contracts for the first price asked, believing that it was an equitable one; in other cases he rented features twenty-five per cent. less than was asked, thereby proving that the industry is not run by business principles.

The Canadian Moving Picture Digest  
offers a splendid opportunity to advertisers  
to reach the Canadian industry.

# Button, Button; Who's Got the Button?

**The "World's Fifth Industry"**  
**Reviewed by an Ontario**  
**Exhibitor**

In last week's issue of The Digest we promised you an article from the pen of a fellow-exhibitor, Mr. A. A. Cooper, of the Lyceum Theatre, Huntsville, Ont. Here it is. Read it and you will agree with us that it is extremely clever and chockful of good common sense. Mr. Cooper has the happy faculty of writing in a manner that would even crack the paint on the face of a wooden Indian or make a dyspeptic forget his stomach—for the time being at least. At the same time, Mr. Cooper tells some mighty big truths about the picture business. We hope to favor you again with a contribution from this Huntsville exhibitor.—Editor.

Or, in other words, who controls the destinies of the movie game to-day? In the so-called "Good ol' days," it used to be the producers. They were making easy money; anything that had a move in it went; that great, mysterious thing The Public ate it up as fast as they could feed it to it, and it was simply a case of footage with the manufacturers. In the flush of early triumph, the maker of "fillum" scorned the opinions and desires of the exhibitor. The merger, known as The Picture Patents Company of New Jersey, came

into being, the exhibitor used "licensed" films, and took what was handed to him, being duly thankful for small mercies.

Then came Mr. Carl Laemmle, with his slogan of "Bust the trust." He wanted to "make the movie world safe for democracy." As the few independent producers at that time, apparently, couldn't deliver the goods with sufficient punch to even make a dent in the trust, our versatile friend ripped out a few cuss words, spat on his hands, and said, "By Heck! I'll make films myself; I'll put the move into the movies—me, the guy that made the shoulder the most famous of man's anatomy, by reason of the fact that I talk straight from there."

The mountain laboured, and with a fan-fare of trumpets gave birth to the first Imp release, which was christened "Hiawatha," in honor of a certain Indian lad who busted into the movies because he hired Longfellow as a press agent. This young man, in two parts, may rightfully be termed the great-grandfather of Universal films.

From this time on, the game became fast and furious. Producing companies sprang into being like mushrooms after a warm rain. Then came the five-reel feature with the most famous Broadway actress. Producing magnates bought Broadway stars with the reckless abandon of a drunken gold-digger buying fizz for peroxide blondes. Lavishness was the word in film production; hang the expense.

Where was the exhibitor all this time? Well, he was chasing along right merrily, too. The producer didn't know anything about the exhibitor; and, what's more, he didn't want to, as long as the exhibitor came through with the shekels.

The exhibitor of the early days was the fellow who "got 'em in, and got 'em out," and took pride in the fact that his crank turner could grind a thousand-foot reel through the sausage machine in seven minutes flat. The only time he thought of the producer at all, was when he paused to cuss him out for a robbing sun of a gun of a highbinder, when the price of service was boosted on him. All his spare time was spent in watching his opposition across the road, so that if the other fellow stuck out a sign reading "Ten Reels for a Nickel," he could hang out one announcing "Fourteen Reels for a Nickel, and a Bag of Peanuts with Every Admission." This fellow is now almost as extinct as the dodo bird, and in the cities he has given place to the luxurious picture palace, the "Temple of the Silent Art," where pictures are "presented," and never "shown."

The "good ol' days" are gone. The God of Evolution is reaching out to turn another page on the movie calendar. It is the dawn of the morning after the night before, and there is the inevitable headache. The producer has it the worst, and he is asking the exhibitor, whose existence he disdained to recognize in the past, to mix him up a cocktail in the shape of a higher admission price for his film offerings. He tells the exhibitor that the fate of the movie ship is in his hands; that it's up to him to keep the old tub off the rocks.

Well, perhaps it is, to a certain extent; a problem for the exhibitor to solve. The public is the pulse of the movie animal, and the exhibitor has his hand on the patient's pulse. If he is any good as a diagnostician, he should be able to prescribe, within a certain degree of intelligence. However, the medicine which most pleases the palate of the patient is not always the most efficacious. In this case I do not consider that higher admissions is the grand specific for what ails us. We must remember that it was the comparative inexpensiveness of moving picture entertainment that made it the world's most popular amusement. The so-called legitimate stage used to sneer at the movies, but the movies have almost pushed the speaking stage off the map. The price was largely responsible for this in the initial stages of the process.

Moving pictures have grown steadily better—and more expensive. If in their progress towards perfection they become too expensive they will bring about their own downfall. Perfection of any human institution generally becomes the weapon of its own undoing. The social and political history of the world proves this contention. Aristocracy in France became so perfect that it brought about the French Revolution. Germany's military perfection is cooking her goose right now.

A better remedy than high admission prices would consist in a combination of better pictures, less of them, and longer runs. No theatre could use more

(Continued on Page 20 Column 1)

Original from  
 NEW YORK PUBLIC LIBRARY



"THE GOOD OL' DAYS ARE GONE!"

Digitized by Google

# TORONTO AND ONTARIO TOPICS

## INAUGURATES PHOTOPLAY CALENDAR.

Daily Newspaper in Toronto Shows Commendable Enterprise.

There is one paper at least in Toronto that is enterprising enough to cater to the film business in the Queen City. Commencing Saturday, March 30th, the Toronto Daily News inaugurated what they term "The Daily News Photoplay Calendar," and will make it a permanent feature each week in the Saturday edition.

The layout of the whole job, which occupies a full half-page in a prominent position, is very attractive, and the movie fans at a glance can see just what the local exhibitors are offering for the entire week.

The following theatres have been listed, together with their attractions for the entire week: Allen, Astor, Carlton, Coliseum, Colonial, Doris, Eclipse, Empress, Family, Garden, Garrick, Globe, His Majesty's, Imperial, Madison, Mary Pickford, Model, Monarch, Oakwood, Park, Peter Pan, Playhouse, Red Mill, Royal, St. Julien, Strand, Willowdale, Windsor, and York.

An analysis of the lineup shows that only one theatre, the York, is featuring a daily change of features. The majority change their feature three times a week, while some change twice a week.

The average exhibitor should support this innovation of the Daily News. He cannot afford to buy the expensive space and advertise along the same lines as the larger downtown theatres, but in the Movie Calendar he can spend a small amount and get excellent results. The success of this new department in one of Toronto's daily newspapers will be watched with a great deal of interest by those in the trade in Ontario.

## FINED \$100 AND COSTS.

Gem Theatre Allowed Four Lights to Burn in Theatre During Daytime.

According to the Toronto Telegram's police court reporter, Mrs. Ella Woolson, who operates the Gem Theatre, 1184 Queen Street West, was fined \$100 and costs by Magistrate Kingsford. The conviction was made on the charge that four electric lights were allowed to burn in the theatre, which was not necessary for the safety of the building, while business was suspended.

Mrs. Woolson stated to the court that she understood that an electrician who was working in the building had been taken ill and had gone home leaving the lights on. The police contended that the four offending lights had been burning all day. This seems an exceedingly stiff fine and truly the life of the motion picture exhibitors these days is not all joy and profits.

## THREE BIG WAR SPECIALS.

Three big war specials were offered for consumption to the Toronto public

last week at three of the leading houses. At Loew's Yonge Street Theatre "The Kaiser, the Beast of Berlin," held the boards to record crowds, while at Shea's Hippodrome Theatre "The Spy," another strong war drama, played to great business. At the Regent Theatre, Rita Jolivet was seen in a stirring war film, "Lest We Forget," that was strongly endorsed by the Toronto public. Three big specials, all dealing with the same grim subject—War—is agoin' some, indeed.

## PATHE GETS ONTARIO BUSINESS.

Mr. Tom Byerle, special representative for the Specialty Film Import, was in Hamilton, St. Catharines, and other cities in the Niagara Peninsula last week. As usual, Mr. Byerle returned with some mighty juicy contracts for Pathe service. The business of Specialty Film Import in Ontario has had a steady and persistent growth within the past year.

## BUSINESS IS GOOD.

Mr. Dave Stewart, proprietor of the Red Mill Theatre in Hamilton, was in Toronto last week making a number of bookings for his popular Hamilton house. Mr. Stewart says that film conditions in Hamilton are very good at present, and the theatres seem well patronized.

## TORONTO VISITORS.

Among the out-of-town exhibitors who were in Toronto last week were Mr. Weir of the Star Theatre, Meaford; Mr. Martin, of the New Strand Theatre, Kingston; Mr. Yates, of the Royal Theatre, Parry Sound, and Mr. Dave Stewart, of the Red Mill Theatre, Hamilton.

## MAY BUILD IN AMHERSTBURG.

Plans are out for a modern moving picture theatre which will be built in Amherstburg, Ont., by Clyde Curry, proprietor of the Favorite Theatre, Windsor, Ont. Amherstburg is situated a few miles below Windsor, on the Detroit River, and has had a steady growth within recent years. It is also a great summer town.

## ROYAL IS CLOSED.

The Royal Theatre in Hamilton, formerly managed by Mr. Disher, has been closed indefinitely. The Empire Theatre in London, which has been closed for some time, has re-opened for business under the management of Mr. Spurgeon.

## GRIFFIN VISITS THEATRES.

Mr. John Griffin, of the Griffin Amusement Company, made a trip throughout Western Ontario last week, and visited some of his theatres in Western Ontario towns.

## SLIDES ADVERTISED IT.

The thirty-third annual benefit of the Theatrical Mechanical Association was staged at the Royal Alexandra Theatre, Toronto, Saturday afternoon before a capacity audience who enjoyed one of the finest programs in the history of the organization. The moving picture theatres in the city loaned their screens by showing slides advertising the attraction.

## GLOBE GETS IT.

The new Pathe serial, "The House of Hate," has been booked at the Globe Theatre, Toronto, for its first run. The Imperial, on Queen Street East, gets it for the second run. This latest Pathe serial has been booked solid in Ontario for the next three months.

## MOVING TO NEW OFFICES.

The head office of the Famous Players will be moved next week from 12 Queen Street East to the Allen Theatre Building. The suite of offices are exceedingly attractive, and ideal working conditions for the staff will prevail.

## RE-DECORATING THEATRES.

Contracts have been let for the re-decoration of the Beaver Theatre, Toronto, and the Regent Theatre, Ottawa. The work will be done by W. Eckerdt, who is said to be responsible for much of the artistic work in connection with the Rivoli and Rialto in New York.

## RITA HERSELF!

An added attraction at the Regent Theatre the first half of this week was Rita Jolivet, who made a personal appearance in connection with "Lest We Forget," the great war drama in which she is starred.

## Film Offerings in Toronto This Week

LOEW'S—"The Kaiser, the Beast of Berlin."

SHEA'S HIPPODROME—"The Spy," with Dustin Farnum.

REGENT—"Lest We Forget," with Rita Jolivet.

ALLEN—"Carmen of the Klondike," with Clara Williams.

MADISON—"The Floor Below," with Mabel Normand. "The Tenth Case," with June Elvidge.

PARK—"Parentage," "The Modern Musketeer," with Douglas Fairbanks.

DORIC—"His Mother's Boy," with Charles Ray. "The Woman Beneath," with Ethel Clayton. "The Little Princess," with Mary Pickford.



# MONTREAL AND QUEBEC NOTES

Sherbrooke.—The second blow has fallen. On April 4th the second definite move in the attempt to force the local picture theatres to close their doors on Sundays was made when action was taken against the proprietors of the Casino, Princess and Premier Theatres, charging them with violating the rules and regulations of the Lord's Day Act.

Montreal.—Immediately on receipt of this intelligence the Canadian Moving Picture Association of this city wired Sherbrooke as follows:

"To-day's papers state action being taken against Sherbrooke theatres regarding Sunday opening. Advise what action you have taken. At a general meeting of our association held to-night (April 4th) it was unanimously agreed to give you the full support of the organization. Wire or write us immediately in detail your position.

"CANADIAN MOTION PICTURE ASSOCIATION."

In addition to this, the association took immediate steps to round up such of the picture theatre proprietors in this city as had not already become members. The secretary, Albert H. Beaulne, sent out a circular letter to non-members to the following effect after quoting the news item from Sherbrooke:

"The fight is surely coming to Montreal. The Lord's Day Alliance have won in Quebec and Three Rivers, and now they are at Sherbrooke. Montreal is their next move. Can't you see the absolute necessity of all the theatres in this city getting together to fight for their very existence? There are sixty theatres in Montreal. Of this number thirty-seven are fully paid-up members of the association. You are one who has not yet joined up. It's up to you now."

The Orpheum Theatre opens with Travelogues this week, following a four-weeks' engagement of a musical comedy stock comedy which, for some reason difficult to understand, failed to get over with the public. It was quite a high-class entertainment, with good singers, good comedy element, good tenor leading man and a good orchestra with a good leading woman. Yet the Orpheum was very poorly patronized and the show was cut down from its original eight or ten weeks' run to only four. Even so, considerable loss was sustained by the house. There is a rumor that the Orpheum may be sold and building pulled down and a big department store erected on its site.

The Imperial Theatre here has done capacity business the latter part of last week with "Amarilly of Clothes Line Alley." Mary Pickford is a great draw in Montreal, and the ladies have jammed the Imperial every afternoon and evening the latter part of last week.

Glen Kerr resigned from the K. E. S. E. last week, and no manager has yet

been appointed. In the meanwhile Miss Dupret is looking after the business of the office, together with one traveling salesman. Mr. Smeraldi has gone to Toronto, where he is busy looking over the ground.

Mr. Bernstein, whose appointment as manager of Famous Players office in this city we announced last week, is getting things into shape for Paramount, and may have some important announcements to make for next week.

"The Kaiser, the Beast of Berlin," which opened the renovated and redecorated Holman Easter week, played to capacity business all the week, and Harry Pomeroy reports that the house took in close on double the money of any previous week in its history. The Holman is certainly off to a flying start.

George Perkins, of the Independent Film Supply Co., is negotiating for the sale of his business. He has in hand 44 five-reel features and a number of one-reels too. In addition there is also a large stock of picture house fixtures of all kinds.

Merrick R. Nutting was in town for Easter week and left for New York last Saturday, where he will spend a couple of weeks getting in touch with the moving picture situation as far as production goes, and will also watch the trend of affairs for the future.

The St. Denis is about to inaugurate a new policy for the summer months, which may be continued if it makes good. The orchestra is being dropped, and the prices are to be reduced to 15 and 10 cents. It will be interesting to see how this will effect the house.

Last week, at a meeting of the Moving Picture Association of this city, Merrick R. Nutting submitted to the exhibitors a film reporting system devised by himself that attracted general approval. There is a probability that this system may be taken up by the Moving Picture Associations in Quebec, the Maritime Provinces, and Ontario later in the season.

The General Film Corporation have bought out Mr. Hubley's interest in the corporation, and are now running the Canadian business from their head office in New York, with branch offices at Montreal and Toronto.

Milton Blankstein, leader of the St. Denis Theatre orchestra, will shortly be going to Toronto, where he will take a permanent position.

Chick Bell is once more back managing the Connaught Theatre here.

This week the Mutual Film Corporation have two first-run features appearing in west-end houses here. They

are "Ann's Finish," with Margarita Fisher, at the Connaught, and "The Beautiful Adventure," with Ann Murdoch, at the New Grand. A week or two ago the Mutual had two first-run features at the Strand and two first-run features at the Holman during the same week. This probably constitutes a record for first-run bookings of any exchange. The rumor that Mutual are contemplating the leasing of a theatre for the production of their features is contradicted by Mr. Horsfall, the general manager, in this city.

The Sherbrooke picture theatre proprietors, menaced with closing on Sunday under the action to which we refer in these notes above, are already taking steps to defend their position. One theatre there, His Majesty's, has closed its doors on Sunday, but the others are preparing to fight. They are in touch with the association here, which has promised to do its utmost to aid them in every way, and in the meantime the picture theatre proprietors in Sherbrooke are getting busy with a monster petition from the citizens of the city objecting to the proposed action. This will, when completed, be sent to Sir Lomer Gouin and thereafter, if necessary, their position will be defended in the courts.

Mr. Jean Gingras, manager of the National picture theatre, Marieville, Que., was in town this week booking a few Fox pictures, and will run "The Daughter of the Gods" next week at his theatre.

"The House of Hate," one of Pathe's biggest serial hits, had its first showing at the Strand the past week, and was greeted by capacity audiences who showed their appreciation of its fine sets, expert direction, high-priced cast, and, above all, its fascinating story of mystery and suspense.

Mr. George Nicholas, manager of the Strand, booked "The House of Hate" after having seen the special Information Sales Reel for Exhibitors prepared by Pathe as one of the unusual means of promotion worked out on this serial. Mr. Nicholas anticipates carrying out the suggestions offered in the campaign book as to an unusual stunt for putting this serial over.

"Doug." Fairbanks has a youngster who is a chip off the old block. Recently "Doug." and his boy were walking down the street, when they happened on to a lively street fight. Fairbanks stepped in and parted the scrappers, after one of them had emphatically declared that he would knock the brains out of his enemy's head. At the supper table that night, Fairbank's kid was describing the affair to the family. Turning to his father he said, "Well, anyway, he couldn't knock any brains out of your head, could he, Daddy?"



OLIVE TELL in  
"The GIRL <sup>and</sup> the JUDGE"

Stately, gracious beauty of the Broadway  
stage-supported by Mr. David Powell

A FROHMAN STAR IN A FROHMAN PLAY

*His sweetheart a prisoner at the bar of his court*

Produced by  
EMPIRE ALL STAR CORPORATION

Available at  
MUTUAL FILM EXCHANGES



**Coming**



**Irene Castle** In "THE FIRST LAW"  
"THE GIRL FROM BOHEMIA"

---

**Frank Keenan** In "RULER OF THE ROAD"  
"THE BELLS"  
"MORE TROUBLE"

---

**Fannie Ward** In "THE YELLOW TICKET"  
"A JAPANESE NIGHTINGALE"  
"THE NARROW PATH"

---

**Bryant Washburn** In "THE RANGE RIDER"  
"KIDDER & KO"  
"IN WRONG"

---

**Bessie Love** In "A LITTLE SISTER OF EVERYBODY"  
"HOW COULD YOU CAROLINE?"  
"CAROLYN OF THE CORNERS"

---

**Baby Marie Osborne** In "DOLLY DOES HER BIT"  
"THE SOUL OF A CHILD"  
"THE EVIDENCE"

---

**Gladys Hulette** "WAIFS"  
And In "FOR SALE"  
**Creighton Hale** "ANNEXING BILL"

---

Other Stars and Productions to be Announced Later

**Specialty Film Import Limited**

St. John Montreal  
Toronto, Winnipeg  
Calgary, Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



## **A PATHE SERIAL**

is a better box office attraction than any other picture for it means fifteen weeks of big business.

Just reflect for a moment, Mr. Exhibitor,  
what you have to offer in

# **"THE HOUSE OF HATE"**

**PEARL WHITE**, admittedly the greatest of all  
box-office attractions;

**ANTONIO MORENO**, a feature-star and a favorite  
everywhere;

A FASCINATING STORY, exciting to the last degree, written by  
the man who wrote "The Exploits of Elaine" and the "Craig Kennedy",  
stories---Arthur B. Reeve and Chas. A. Logue;

SUPER-DIRECTION, by George B. Seitz, director of "The Fatal Ring";  
FEATURE PRODUCTION, with the finest and costliest sets ever  
used in a serial!

No matter what the weather, past successes prove that PEARL WHITE in "The  
HOUSE of HATE" will be the biggest attraction of 1918!

**COMING**

**Gladys Hulette**  
**In**

A Charming  
PATHE PLAY

## **"MRS. SLACKER"**

IN FIVE PARTS



**Specialty Film Import Limited**

St. John, Montreal  
Toronto, Winnipeg  
Calgary, Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

# GOOD SHOWMANSHIP DEMANDS These Big SPECIAL ATTRACTIONS

THOS. H. INCE SEVEN PART  
DRAMATIC THUNDERBOLT

Bessie Barriscale in

## "Those Who Pay"

Written By C. GARDNER SULLIVAN

Directed By RAYMOND B. WEST

SIDNEY OLCOTT SEVEN PART  
TIMELY SENSATION

Walker Whiteside and Valentine Grant in

## "THE BELGIAN"

With the Overwhelming Appeal of Martyred Belgium—By FREDERIC ARNOLD KUMMER



## "The Bar Sinister"

8 REELS

Mitchell Lewis Victor Sutherland  
and Hedda Nova



## "The Fringe of Society"

Leah Baird J. Herbert Frank

George Larkin

## "Whither Thou Goest"

Orrin Johnson, Rhea Mitchell

## "Her Fighting Chance"

7 REELS



Featuring JANE GREY The Broadway Star

**SUPERFEATURES, Limited**

TORONTO

MONTREAL

ST. JOHN

WINNIPEG



Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# MARITIME PROVINCE MENTIONS

Among those seeking incorporation at Fredericton is a new company to be known as the G. F. Spencer, Limited, to carry on a general theatre and amusement business. The total capital stock is \$40,000, and the head office is at St. John, N.B. Those incorporated are F. G. Spencer, H. A. Porter and Annie K. Magee, all of St. John. Mr. Spencer has five theatres in Amherst, Fredericton, Woodstock, Truro, and elsewhere, as well as two in St. John. Mr. Porter is one of St. John's well-known lawyers, and Miss Magee has been a member of Mr. Spencer's staff for some time.

## CHANGES POLICY.

The Gem Theatre has made a decided change in its policy, showing five acts of vaudeville, with a two-reeler and a comedy. Vaudeville is very successful in St. John as the management of the Opera House can testify.

## GOOD BUSINESS AT LYRIC.

"The Daughter of the Gods" has been drawing excellent houses at the Lyric Theatre all week. Next week Jere McAuliffe in musical comedy will play an engagement there, thus departing from the picture policy for a period.

## REGAL BUSINESS IS GREAT.

H. H. McArthur of the Regal Film Company says that business is very good with his firm. The bookings for Triangle and Brady are coming along well. The specials "The Manxman," "Fall of the Romanoffs," "The Warrior," are all going strong. They all play return dates in Halifax within the next few weeks.

This exchange is now booking the George Loane Tucker productions, "Mother," with Elizabeth Risdon, and the Rita Jolivet Lusitania special, "Lest We Forget."

Since the Gem has changed its policy a Hart two-reeler and a Keystone Comedy comprises its entire picture programme.

"The Regal film business," says Mr. McArthur, "is growing so fast that we

will have to seek new quarters, and we are planning to move on May 1st."

## AT THE SUPERFEATURES EXCHANGE.

A new manager has been appointed for the Superfeatures local office in the person of Albert Donaghy. Mr. Donaghy tells me he has been in both Ottawa and Montreal, and has had experience as an exhibitor as well as having been with the Kleine-Edison and the Griffin Amusement Company as exchange man. He takes over the local office on Monday.

## ST. JOHN VISITORS.

St. John, N.B.—Visitors in town recently were: N. J. Wooten, of Perth, N.B.; Mr. O'Neill, of the Broadway Theatre, St. George; Harry Rich, the Royal Theatre, Chatham; Miss Walker, of Digby, whose father, W. Walker, has taken over the Bijou Dream, formerly managed by James Cripps, was here this week; Mrs. Davidson, of the Dreamland, Moncton.

## KELLERMAN GOES STRONG.

Joe Lieberman says that "The Daughter of the Gods" is well booked up. It plays in Halifax two first-run houses, the Casino and Academy, whose managers are advertising in conjunction. New Glasgow has it for the 18th, 19th, and 20th of April, Truro 22nd and 23rd; Empress, Amherst, 24th, 25th; Empress, Moncton, 26th, 27th, and is booked at the following theatres: Opera House, Campbellton; Palace, Chatham; Opera House, Newcastle; Nicket, Kentville, N.S.; Peoples', Yarmouth; Opera House, Liverpool; Empire, Bridgewater; Alexandra Hall, Lunenburg, and at Sydney, Glace Bay, and other towns. Twenty-five cents is the lowest admission asked for this production anywhere, and in one town fifty cents is the price of the tickets. All these theatres named are said to have agreed to use the Standard productions, twenty-six a year.

## MASON AN ACTOR.

New Glasgow, N.S.—N. W. Mason is quite an actor, and is appearing as the star of a dramatic production to be given at the Academy of New Glasgow. The play is called "Tony the Convict," and Mr. Mason is both star and manager.

## NEW THEATRE SOON.

Sydney Mines.—B. Cuzner of Sydney Mines, is starting his new theatre, which is to cost in the neighborhood of \$50,000. He is to make a tour of the big cities so as to get the latest and best modes of theatre improvements.

## BETTER SHIPPING CONDITIONS.

Weather conditions on the north shore of New Brunswick have resulted in much better shipping conditions, and the hearts of the film exchange men are thereby rejoiced.

## BOOKINGS FOR "EAGLE'S EYE" HEAVY.

First bookings for "The Eagle's Eye" give proof of the confidence the exhibitors feel throughout the country in the drawing power of the twenty-episode of plotting and intrigue of the Imperial German Government in America, by William J. Flynn, recently retired chief of the United States Secret Service, said an official of Wharton, Inc., to a representative of The Digest.

"Among the cities in which each episode has been booked for a week's run is San Antonio, Texas, with less than 100,000 population. The Modern Theatre in Providence, R.I., has booked "The Eagle's Eye" also for a run of a week. It is the first serial to be shown there.

"Bookings for two and three days, in cities where the population usually causes a daily change, are the rule rather than the exception in the contracts made for "The Eagle's Eye."

## ELECTRIC SIGNS

### Largest Electric Sign Works in Canada

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL

**RADIO MAT-SLIDE**

Enables the Exhibitor to make an Announcement in One Minute—60 words in 60 seconds—and at a cost of only a few cents. No more "SLOPPY" hand-written slides.

TELLS YOUR PATRONS OF COMING ATTRACTIONS, SPECIAL FEATURES, WAR or LOCAL NEWS.

*The most satisfactory Slide in the world.*

**Send \$2.00 for Box of Fifty**

Blinding Tape 25 cents

For Sale by all Leading Dealers

For Sale by J. T. MALONE, 337 Bleury St., Montreal

# Richardson Visits Toronto; Delivers Powerful Message

## Noted Projection Expert Hits Straight from the Shoulder in Talk to Operators

"He came; he saw; he conquered." This, in brief, sums up the visit to Toronto, of F. H. Richardson, editor of the projection department of the Moving Picture World of New York, and unquestionably the greatest authority on projection upon the American continent.

Mr. Richardson delivered a powerful and inspiring address to Local Union No. 173, of the Toronto Moving Picture Operators Wednesday night at Young's Cafe, in this city, and although he talked until the wee sma' hours of the morning, his hearers were loath to have him discontinue. His address, delivered with the characteristic earnestness and punch that has won him a continent-wide reputation, was a rousing appeal to operator, exchange man, and exhibitor.

Probably never in the history of the film business in the city of Toronto, or the entire province of Ontario, for that matter, was there such a gathering as assembled at 11.45 o'clock Wednesday night to hear Richardson. All branches of the film trade were represented. They knew that this recognized expert on projection had a message for them—one that was worth walking miles to hear—one that was worth losing sleep over in order to hear.

They were not disappointed. Richardson surely delivered the goods. He put over his message in a manner that will not be forgotten for a long time by those who were fortunate enough to hear him.

The man Richardson has a habit of telling the truth—and the truth hurts sometimes. He hits squarely from the shoulder and he tells some mighty unpleasant facts about the "world's fifth industry." All branches of the business and their attendant evils came in for the sledge hammer blows of criticism from Richardson. Withal he is constructive rather than destructive, and therein lies his great power.

### Nine Years of It.

For nine long and weary years F. H. Richardson has been fighting the manifold evils that infest the film business. To-day his efforts are bearing fruit throughout Canada and the United States. Wherever projection is discussed the name of Richardson and the work he has done and is doing is discussed. The projection end of this business owes to him a large debt of gratitude for bettering conditions.

Upon arising to speak, Mr. Richardson was given a rousing reception, and after the noisy welcome had subdued he launched into his subject in a manner that held the rapt attention of everyone.

"The criminal carelessness in the handling of film is deplorable. I have estimated that \$75,000 damage each

day is done to film in this country and the United States—practically all because of lack of knowledge on the part of operators. This is truth straight from the shoulder, and if I tread heavily on anybody's corns, let them grunt and keep quiet. It's coming to you.

"This business has assumed the fifth place in the great industries of this continent in the volume of capital invested. There is over \$10,000,000 tied up in projection machines alone. Think of it!

"I object to the term 'operator.' Rather I am using the word 'projectionist' for many good reasons, but principally because it is a more correct

term. The word 'operator' is nondescript and meaningless. This is now a profession, but it will never reach that high plane to which it properly belongs until you respect it as a profession, fit yourself for its needs and requirements, and also respect yourself."

Mr. Richardson laid bare some mighty important truths concerning what operators should know, and pleaded with them to study and fit themselves to earn the respect of their fellows, and all other experts in various other lines of human activity with which they came in contact.

### The Exchange Man, Too.

The exchange man was not overlooked. The speaker jumped on him roughly, and told him a few things good for his soul. He showed that much of the trouble originating from faulty film could be directly traced to the lair of Mr. Exchange Man. The operator gets blamed for much of the exchange man's own carelessness. He urged closer and more intimate co-operation between these two branches of the trade.

### Then the Exhibitor.

The exhibitor, the man who has often been termed "the backbone of this great industry," certainly got his backbone rubbed and massaged with closed knuckles by the capable Richardson. He did not hesitate to tell wherein the exhibitors of both Canada and the United States were at fault.

"What is one of the principal causes for the present-day high rental of film?" asked Mr. Richardson. "It's because of the incompetent and underpaid operators he hires to run his pictures. The result is damaged film, and the producing companies have to make up that terrific loss somewhere, so the exhibitor suffers.

"One of the greatest evils laid at the door of the exhibitor is the racing of film, so that he can get the people out of his theatre, and grab a few more dimes at the box office from another crowd on the sidewalk. By so doing he is damaging an expensive film, doing a grave injustice to his operator, turning a probable beautiful work of screen art into a ridiculous travesty, cheating his patrons of their rightful due, and cheating himself in the bargain. The quicker the exhibitors see this truth the better for them."

In closing Mr. Richardson paid a high compliment to Toronto moving picture theatres, and the condition in which he found their projection and other equipment. He had enjoyed his brief visit to the utmost, and hoped to again come to Toronto in the very near future.

Other speakers of the evening were President Charles A. Dentelbeck, James Simpson, vice-president of the Trades and Labor Council of Canada; "Bud" Lennon, T. A. Stevenson, Vice-president Wells, M. W. Bailey, W. P. Covert and Will C. Smith, general manager of the Nicholas Power Co. of New York. Songs and recitations were given by S. Simons, H. Bell, and M. A. T. Kelley.

A pleasing feature of the evening was a gift of \$50 each from Mr. Smith of the Nicholas Power Co. and Mr. G. I. Perkins, of the Perkins Electric Co., to be given to the Toronto operators now serving at the front.



Mona Lisa, the new film star who is about to be presented by H. M. Horkheimer.

# PROJECTION DEPARTMENT

Conducted by  
Mr. C. A. McMAHON

## THE PHYSICS OF LIGHT

### Third of Study Series

(Continued from last week)

Pure white light is termed the visible spectrum or rather those colors that white light are composed of from the deep red to the violet end.

Now infra-red light is those rays of light that lie between the deeper reds and the long heat rays, and is invisible to us. Ultra-violet light is those rays that lie beyond the last visible rays of violet, and is likewise invisible to our eyes.

So you will appreciate the fact when I say that these invisible, or, as they are sometimes called, "dark light," has nothing to do with a projected picture, but like many other things, must be learned in connection with one's profession. They have no direct bearing on the actual work engaged in, but it is necessary to be acquainted with these facts in order that your education in your profession may be complete.

Now to show you how this works out in practice. How many of you have, or are using, the "Amber Lux Lens"? I venture to say that there are many thousands used in America, yet I am doubtful if two per cent. of these users are acquainted with their action correctly. It is said by some that they absorb and prevent ultra-violet light, which is extremely harmful to the eye, from reaching the screen. This is not so, for no ultra-violet light has never yet left the lamp house by way of the condensers.

There are other theories by the score advanced by the operator as to the action of these ray filters, doubtless most are incorrect. So it goes on down the line of miraculous happenings and their causes, effects, etc., more than likely only guessed at.

Then the principle of absorption comes along. I have on any number of cases asked operators if all of the light that strikes the surface of a lens passes through it. They may admit that some reflect, but that is all. They never consider the absorption that takes place. It may surprise some to learn that an average condenser absorbs approximately 25 per cent. of the light that passes into it, to say nothing of the reflected light from the surface.

You can readily understand the importance of a certain amount of technical training in matters projectional, and the more the better, and combined with good practical experience makes you the highest order of an operator.

Then to give yourself a test I will

give you a few everyday questions on light action, and see how many of them you can answer yourself. They are sure to interest you, and you will be able to answer all of them if you follow the studies through.

How can a beam of light be bent? Why does not winking the eye interfere with vision? What is the reason for the dazzling whiteness of the snow? What is white light composed of? What becomes of the energy of light when light is absorbed? Why can you not see the individual spokes of a wagon wheel in motion? Why can you see these individual spokes when there are only one or two? In looking at a motion picture wherein is shown a wagon wheel moving, why does it sometimes look as though it were turning in the opposite or backward direction, and sometimes seems to be standing quite rigid?

The answer to these questions come from only a technical study, and that is the object of these studies, to interest you.

### ON LENSES.

The object of a lens is primarily to change the path of a ray of light in another direction. We have found that all transparent liquids and transparent crystalline substances possess this power, and this action is termed the power of refraction. And the extent to which the path of the ray is changed is called the refractive index of that substance. The refractive index is then calculated by the degree of angle taken by the light ray, and a mathematical value is then given to the substance in question. This is a simple generalization to express the refraction principle.

In working out refractive values of different substances certain kinds of glass were found to be of the greatest value for the construction of lenses. In England an invented process embodied a secret way to make crystals in which was enclosed pure water. By reason of the fact that water had such a low volatilization point (boiling) very often the

lenses burst or split open, and this idea of water lenses was discontinued, although there are even as yet water lenses in existence.

Then by use of a lens we find that the incident path of a light ray may be diverged by a refractive medium. We construct a lens first to converge a number of light rays to a common point. This point is the focal point of the lens, and when a pin point of light is the source, then the point of focus and the light source are called the conjugate foci, meaning the two points of focus of a lens.

Then we come to the opposite quality, namely, the dispersive or spreading power of a lens; that is to spread the light rays over a field greater than the field covered by the incident rays. The continuation of this article will be given in the next issue, and will deal with the first principles of compound lenses.

### "THE EAGLE'S EYE."

"The Eagle's Eye," the great patriotic serial, which exposes the German spy menace upon the American continent, is placing a big advertising and publicity campaign before the American and Canadian public, to promote this serial.

The serial, which is being distributed in Canada by Superfeatures, Ltd., is said to be highly educational as well as full of punches. In conjunction with the serial in Canada, announcement has been made that the story will run serially in the Toronto Star Weekly and the Montreal Star. These are two of the representative newspapers of Canada, and doubtless will do much to popularize "The Eagle's Eye" with Ontario and Quebec movie fans.

### PARALTA PLAYS POPULAR.

Paralta Plays have received a wonderful reception at the hands of the Canadian exhibitors. They have been truly named "The Pick of the Pictures." Regal Film Limited are anxious that those Canadian exhibitors who have not as yet become acquainted with this splendid brand of pictures, get in touch with the nearest Regal branch, as some mighty interesting arrangements can be made to play "A Man's a Man," "His Robe of Honor," "The Turn of a Card," and "Madam Who?" Such stars as Henry B. Walthall, J. Warren Kerrigan, and Bessie Barriscale are offered. They are great box-office attractions in the Dominion.

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173

Toronto,

Canada

"THE SCREEN PAR-EXCELLENCE"

# ACME GOLD FIBRE SCREEN

Manufactured by GEORGE McARTHUR, Jr.

WINDSOR, ONT., CANADA



# ADVANCE NOTICES FROM THE EXCHANGES

The Baby Marie Osborne Company at Diando has finished "The Soul of a Child," and it is now in the cutting-room, where Director William Bertram is putting his final O.K. on this feature. The title of Baby Marie's next picture will be "The Record," the scenario being by Frank Beresford and Clara Beranger.

## "THE HILLCREST MYSTERY" AT SHEA'S.

Manager McArdle, of Shea's Hippodrome Theatre, Toronto, has booked the latest Pathe picture, "The Hillcrest Mystery," for week of April 22nd. Irene Castle, the star of "The Hillcrest Mystery," is a great favorite with Hippodrome audiences. Manager McArdle has shown a number of Castle pictures with good success recently.

## "SHE COULDN'T GROW UP."

Billie Rhodes is scheduled for release in a Strand Comedy, "She Couldn't Grow Up," released April 15th. Mary is always stealing her older sister's sweethearts, so she receives orders to keep in the background. She is compelled to dress as a child so as to give sis a chance. But on the night of the big dance she locks her sister and mother in the room, and captures big sister's best beau. When sis escapes from the room she finds her beau's wife has shown up, and Mary is forgiven.

## "WHITHER THOU GOEST."

"Whither Thou Goest," the Thomas H. Ince production, soon to be released by Superfeatures, Limited, was produced in the Arizona deserts. During the filming of the picture Rhea Mitchell, who is playing one of the leading parts, fell exhausted in the desert. While she was lying on the ground a copperhead snake, one of the most dangerous that the Arizona deserts know, approached Miss Mitchell while she was in a stupor, but fortunately, Arthur Peckham, the camera man, discovered the snake when about to strike, and Mr. Peckham, prepared for emergencies, shot the snake before any harm was done.

## FOX TO RELEASE MUTT AND JEFF

The first Canadian release of the new Mutt and Jeff series will be commenced April 28, when "The Decoy" will be offered to the Canadian exhibitors. This will be followed each week by a Mutt and Jeff release. Following "The Decoy" will come "Back to the Balkans"; then "The Freight Investigation," and the following week "The Leak."

These first four Mutt and Jeff releases are said to be really some of the very cleverest work that the famous "Bud" Fisher has ever produced. There is no need to dwell on these features from a box-office angle—everybody, old

and young, big and small, know the famous pair of fun-creators.

There will continue to be one release each week, which will comprise a single reel of about 500 feet in length. The Toronto office of Fox Film, Limited, have received many enquiries from Ontario exhibitors asking them to give full particulars about these famous comedies.

## "A BIT OF JADE."

Mary Miles Minter in "A Bit of Jade," heads the Mutual schedule of releases for the week of April 22nd. The production was made under the direction of Edward Sloman, and is based on a story by Mildred Earl Graham, scenarized by Karl Coolidge.

A rare and valuable necklace which had been stolen from an idol in an Indian temple and had been acquired by a young American collector of antiques, comes by accident into the hands of Phyllis King (Miss Minter), who believes it to be a present from her brother. A wily Hindu is on the trail of the necklace, and Phyllis becomes the unconscious storm centre of plot and intrigue which lead her into exciting and mystifying situations. There is a legend attached to the "bit of jade" that it will win for its owner the heart of the maiden who wears it, and Phyllis sustains the truth of the legend when, after saving the life of the young gem collector in a murderous attack by the crafty Hindu, she wears the necklace and the owner claims her heart.

## "THE FRINGE OF SOCIETY."

Superfeatures, Limited, has secured a mighty strong attraction for Canada in "The Fringe of Society," which is ready for release. The fact that it is a Hoffman-Foursquare—a brand which is gaining prestige steadily—invites additional confidence in its excellence.

Probably no finer interiors have ever been shown in a photoplay. The simple artistic superiority of the furniture and decorations appears due to the taste of George Backer, head of the organization which produced "The Fringe of Society."

It is George Backer (who just completed the Hotel Chatham, finest ever built) who recently declared that he would no longer employ carriage and door men at the apartment houses and hotels he owns. Mr. Backer's contention being that the scarcity of labor demanded that all able-bodied men be released from "unnecessary" positions to perform work so urgently needed by the government.

Ruth Roland and Milton Sills are co-stars in "The Fringe of Society." The remaining leading principals are Leah Bird, J. Herbert Frank, Ollie Kirkby, George Larkin, Tammany Young and Jules Cowles.

## "THE WOLF-FACED MAN."

The first episode of "The Wolf-Faced Man," being made by Diando for Pathe, is well on its way, and Stuart Paton, the well-known serial director, is putting lots of action with unusual lighting and stunt effects, into the picture from the start. Geo. Larkin, leading man, is lined up for some sensational stunts, while the leading lady, Betty Compson, is entering into the serious drama with energy. Horace B. Carpenter is more than living up to his reputation as a handler of heavy roles, while True Boardman, the hero of "The Stingaree" serials, Frederick Malatesta, William Quinn, Harry O'Connor, and the female heavy, Ora Carew, who all have prominent parts in the new serial, are well started in the production.

As an illustration of the care of details made by the director, the entire company was taken to the mountains east of Fresno, 300 miles away, where the company took one scene, showing George Larkin and the leading lady, Betty Compson, taking a dive for life on a log down a precipitous mountain side in a flume, the end being projected into a chasm below. The latter part of the programme was not in the plot, but the log caught just before it reached a turn, with the result that both of the principals were badly lacerated and received first aid at a cabin some distance down the mountain side. No serious after-effects are expected from the accident, but for a time it looked like a calamity.

The "Frontier House," as the studios for the serial are known, is one of the busiest places in Southern California at this time, and the location is proving most ideal for the filming.

## GRIFFIN BOOKS "EAGLE'S EYE."

"The Eagle's Eye," the thrilling patriotic serial being distributed in Canada by Superfeatures, Limited, has been booked over the entire circuit of Griffin's theatres in Ontario. Ernie Moule of the Brant Theatre, Brantford, has also booked this serial for an early run in his house. One feature of this serial which will help business is the fact that the tenth episode is to be entitled "The Invasion of Canada." This will give a local angle on the serial that will be interesting the patrons everywhere.

## "THE KAISER" GOES OVER BIG.

"The Kaiser—the Beast of Berlin" has gone across with a decided bang! This Universal special played this week at Loew's Theatre in Toronto, and all attendance records were smashed. At the Holman Theatre in Montreal last week all previous records were smashed. There is no question about the great box office value of this feature. Universal has been flooded with requests for bookings.

# STORIES OF THE PLAYS AND PLAYERS

## "EYES OF THE WORLD" AT HAMILTON.

The Arrow Features Syndicate picture, "The Eyes of the World," played the Grand Opera House, Hamilton, this week to splendid business. Mr. Charles H. Haystead, general manager, was in that city on the opening night of the engagement.

## TWO BIG SERIALS.

Universal has got two great and compelling serials in "The Lion's Claw" and "The Bull's Eye." The latest Universal serial, "The Lion's Claw," is an animal serial, and this type of picture lends itself to thrills, action, and suspense raised to the nth degree. The star of this serial is Mary Walcamp, who takes some mighty desperate chances to give the movie patrons real suspense and thrills. In the other serial, "The Bull's Eye," our old friend Eddie Polo is seen at his best. This is a story of the great west cattle country, and Eddie pulls off some stunts that will be joy to the heart and eyes of the Canadian lover of snappy serials. Some splendid bookings have been received on both serials.

## JULIA ARTHUR TO ENTER THE PICTURE FIELD.

Julia Arthur has abandoned her theatrical producing plans for this season, having relinquished her rights in the last of three plays she had obtained for her personal use this year had conditions been more propitious. Miss Arthur has opened headquarters at the Biltmore Hotel to complete plans for entering the motion picture field, having at last succumbed to the lure of the photodrama. In anticipation of several months' work for the screen before the next regular theatrical season, she has obtained the rights to an original scenario by Charles K. Harris, the song writer and is negotiating for the film rights of two recent stage successes. Julia Arthur is a native of Hamilton, Ont., and her screen debut will be watched with interest.

## "CARMEN OF THE KLONDIKE."

"Carmen of the Klondike" is an unusual production, replete with intense dramatic scenes and stirring situations. Clara Williams plays the part of Dorothy Harlan, a former vaudeville favorite, who is daring the wilds of the north to join her lover, an attorney in Skawag. On the boat Dorothy meets "Silk" MacDonald, a dance hall owner and dominant figure of the north. She refuses his attentions, and in a rage he threatens her safety. Soon after arriving in Skawag, the gold rush is started in the Peel county district, and Cameron Stewart, Dorothy's fiancée, unaware that she is so near to him, leaves with a frenzied crowd of miners for the new gold field.

In the backwoods Stewart encounters treachery at the hands of MacDonald, and is badly injured in a fight with "Silk," who rushes ahead and jumps Stewart's claim. In the meantime Dorothy, thinking that Stewart is untrue to her, has become a dance hall girl. She again meets MacDonald, and there is a surprise point that comes as a shock both to Dorothy and MacDonald. The climax shortly follows this incident, and is an exceptionally strong one.

## "RULER OF THE ROAD."

"Ruler of the Road," a strong, quick-moving drama, which has to do with railroad men and affairs, is the second Pathe play in which Frank Keenan will appear.

"Ruler of the Road" deals with the affairs of the Stillwaters Railroad, which are managed by Frank Keenan. He is the president of the road, and all its affairs revolve around him. Quick action marks the feature, and the president shows what kind of a man he is when he offers to make the run for one of the old engineers of the road, Hugh Tomlinson, when the latter complains that he has been on duty for eighteen hours, and is ordered out again. Shamed into making the run, Tomlinson sleeps at the throttle, and a rear-end collision with a freight train is the result. The Stillwaters president discharges Tomlinson and when a strike is about to result from his action, he reveals Tomlinson's guilt.

The president of the Central Railroad, Nixon, tries to wreck the Stillwaters road in a stock deal, when he finds Simon Tetlow suffering from a nervous breakdown. In spite of his illness, Tetlow makes an appearance in public, and the stock deal results in the discomfiture of Nixon.

Tomlinson, unable to get another job, does his best to injure Tetlow, who acts as the engineer's unknown benefactor, giving him a home and money. At the end of the story Tetlow and Tomlinson are brought together by Tomlinson's little granddaughter. The difference between the two men is patched up while Tetlow sets Tomlinson right in the eyes of the railroad men by letting him drive his special train when he is called to Chicago on government business.

Pathe presents Gladys Hulette and Creighton Hale in "Mrs. Slacker," an original play by Agnes C. Johnston, directed by Hobart Henley, and produced by Astra. Comedy, thrills and pathos are attractively blended in this delightful photodrama.

The story deals with the adventures and ultimate triumph against great odds of little Susie Simpkins, a poor girl who lives in a small American town. Susie lives with an uncle by marriage, who is a drunkard, and who in consequence brings her up in shabbiness and poverty.

While taking washing to the fine

Gibbs mansion she learns that Robert, the son of the proud family, is a coward.

Susie is not afraid of anything except the whiskey which makes a demon of her uncle. He gets drunk and beats Susie so cruelly that, tired of her surroundings, she decides to kill herself. She jumps into a stream to end her life, but no sooner is in the water than changes her mind and struggles frantically for life. Just then Robert Gibbs happens to come plunging madly through the stream, pursued by a bulldog. He unintentionally rescues Susie, when the latter clings to him. In consequence she thinks that he is a hero and that her first judgment of him was incorrect.

Intimacy develops between them. War with Germany breaks out. Robert marries Susie to escape the draft. She then learns the true reason for their marriage, and announces she will fight for her country even if he will not. She stumbles accidentally into a German spy plot, and this plot is the means of not only her proving to Mr. and Mrs. Gibbs, who have so strongly disapproved of her, that their son has found an excellent wife, but it also is the means of Robert himself becoming a man, and proving that after all he has good stuff in him.

Miss Hulette gives a charming interpretation of cheerful, lovable, plucky little Susie, while Mr. Hale is thoroughly satisfactory as Robert. The play is certain to please every class of audience.

## ROGERS IN LONDON.

B. P. Rogers, Toronto branch manager for Fox Films, was in London Monday and Tuesday of this week in connection with the showing of "Cleopatra," at the Patricia Theatre, in this city. Good business was reported with the big Fox feature.

## BOX OFFICE RECORD IS SET.

Edna Goodrich, the beautiful Broadway favorite, seems to have struck a responsive chord in "American Maid," reports from Mutual indicating that it is one of the best box office values released by Mutual within the past six months. Exhibitors are offering gratuitous favorable comments on this feature, probably accounted for by the new angle in patriotic appeal which it exploits.

Eugene Sanders, of the Palace Theatre, Harvard, Illinois, writes: "Edna Goodrich in 'American Maid' is some picture, and made a great hit here with our patrons. If we keep this quality of pictures up I guess we will keep running all right."

Reports on other recent Goodrich productions, "Who Loved Him Best?" and "Her Second Husband," show that this popular star is growing steadily in favor with the photo drama public.

Original from

**"BUTTON! BUTTON!—WHO'S GOT THE BUTTON?"***(Continued from Page 8)*

than a small percentage of all the productions that are released every week. Less of them would do. No theatre needs to change its program daily. In the small town the exhibitor can make a two-day run successful. In cities the neighborhood theatres could get along nicely with a twice-a-week change, and the big downtown houses should be able to get a week's run out of everything, and longer runs out of big attractions.

In the best days of the speaking stage one could count the new plays of the season on the fingers of one hand. Photoplays are ground out in gross lots.

The successful stage play was perennial. It came back year after year. The photoplay has its brief run and disappears into the limbo of forgotten things. Fewer and better picture plays would remedy this condition. This is shown in the case of two or three outstanding film productions we have had within the last year or so.

In regard to higher admissions, there are a few theatres that are in a position to cater to a clientele who can and will pay the higher prices, but the majority of picture houses throughout the country, and this is especially true of the small-town theatre, have to cater to "Colonel's lady and Judy O'Grady," and Judy is in the majority. In the small town when the "troopers" were wont to hit the burg at intervals of a month or so, the working man could afford to "take in the show to the opy house," with his family, and pay a half dollar for a seat; but the picture house is a six-days-per-week proposition, and to make a success of his business the movie man has to go after that man and his family each and every day, and to get them regularly he must keep his prices at a figure that the average working man can afford to pay often.

It is a healthy sign of the times that it is becoming a recognized fact that no one set of men controls the fate of the movie business. Neither the producer nor the exhibitor holds the lead-

ing strings of the movie infant. From the producing magnate, all along the line, clear down to the boy who sweeps out the lobby, each and every one of us is an integral part of the complex fabric, and upon how each one of us discharges our obligations to the business depends the future success or failure of the moving picture industry.

We must recognize the fact that we are interdependent upon each other. The exhibitor should acquire a more intelligent knowledge of the conditions surrounding the producer, and the latter should give heed to the opinions and views of the former, to the end that there may be a more intelligent and efficient co-operation from one end of the line to the other.

A. A. COOPER.

**"WHAT'S THE MATTER WITH FATHER?"**

The latest Alice Howell comedy is said to be the very best one so far issued by this exceedingly funny screen woman. It has been named, "What's the Matter With Father?" and those who were fortunate enough to see the advance screening at the Canadian Universal offices in Toronto declare that it's a winner. This brand of comedies have found instant favor with Canadian exhibitors.

WANTED—By a good, reliable woman, a position to clean theatre, in the morning. Apply Box A, The Digest.

**FOR SALE**

**219 Opera Chairs at  
50c. each**

Open for Inspection at 1135  
Yonge Street. Apply Assessment  
Department, CITY HALL,  
TORONTO, - ONT.

**CLASSIFIED  
ADVERTISEMENTS**

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

WANTED — Pianist; experienced in vaudeville and motion pictures; state lowest salary. Grand Theatre, Dunnville, Ont.

FOR SALE—One Wurlitzer organ for moving picture theatre, style "U" theatre orchestra; one year in use, and in first class order, with large motor; cost \$3,300; will sell at a price for cash or cash and monthly payment. Write or come and inspect. Henry McNeil, New Glasgow, N.S.

FOR SALE—Complete furnishings and equipment of one of the best furnished theatres in Canada; 650 chairs (5-ply veneer), are rectifier, Simplex, Power 6 A, radium gold screen, 200 yards cork carpet, N. C. R. ticket-selling machine; in fact everything you want to equip a 650-seat house; everything in first-class shape; would pay you to come and see it. Wire or write R. Kershaw, Wonderland, Winnipeg. 1

FOR SALE—One of the finest Lyon & Healy piano orchestrations in Canada; nine pieces, \$1,000; don't miss this snap; also music, 40 rolls, like new, at half cost price. R. Kershaw, Wonderland, Winnipeg. 1

WANTED—Male or female piano player; must cue pictures properly. Might also teach and play with dance orchestra on the side. Also good operator; night work only; can handle side line easily; your lowest salary in both instances. Apply Mrs. Butler, mgr. Vulcan Opera House, Vulcan, Alta., Canada.

**ALICE HOWELL**

is a proven box office attraction.

Her Latest Release

**"What's The Matter With Father?"**

Two Reels of Undiluted Joy!

Unquestionably Her Best

Any **UNIVERSAL** Branch



# Paralta Plays

**"THE PICK OF THE PICTURES"**

---

The Exhibitor who has played

***"Madam Who"***

with Bessie Barriscale

***"A Man's Man"***

with J. Warren Kerrigan

***"His Robe of Honor"***

with Henry B. Walthall

***"The Turn of a Card"***

with J. Warren Kerrigan

Appreciate Their Worth

They Are Big Productions at a Price You Can Afford To Pay

---

Book them at Nearest Branch

## REGAL FILMS Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

# Releases in Toronto and Montreal for Week Ending April 6th

## TORONTO RELEASES

### FAMOUS—

"Amarilly of Clothes Line Alley," Mary Pickford, 5 reels.  
 "Sunshine Nell," Ann Pennington, 5 reels.

### FOX—

"Heart of Romance," June Caprice, 5 reels.

### GENERAL—

"The Compliments of the Season," O. Henry Series, with Herbert Pryor and Betty Blythe and Ada Horton, Vitagraph, 2 reels.  
 "From Bad to Worse," Pokes and Jabs Comedy, 1 reel.  
 "Too Much Elephant," Piedmont Comedy, 1 reel.  
 "A Tough Knight," Essanay Comedy, 1 reel.

### INDEPENDENT—

"Miss Samaritan," 5 reels.

### METRO—

"The Winding Trail," with Viola Dana, 5 reels.  
 "The Dentist," a Drew Comedy, 1 reel.

### MUTUAL—

"In Bad," Wm. Russell, 5 reels.  
 "Her Friend Brown," Strand Comedy, 1 reel.  
 Mutual Weekly, No. 7.  
 "The Lost Express," Serial.  
 "Jimmy Dale" Series.

### REGAL—

"The Marriage Market," Carlyle Blackwell (World), 5 reels.  
 Keystone Comedy, 2 reels.  
 Mutt and Jeff Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

"The Beggar Woman," Russian Art Drama, 5 reels.  
 "Here Comes the Girls," Harold Lloyd Comedy, 1 reel.  
 "Fares, Please," Toto Comedy, 2 reels.  
 "National Parks—Mt. Rainier," Scenic, 1 reel.  
 Argus Pictorial, No. 5.  
 "The Hidden Hand," Serial.  
 "The Price of Folly" Series.  
 Pathe News, Nos. 23 and 24.  
 British War Office Weekly.  
 Pathe British Gazette.

### UNIVERSAL—

"The Magic Eye," Little Zoe Ray, 5 reels.  
 "Pink Pajamas," Nestor Comedy, 1 reel.  
 "Gowns and Girls," L-KO Comedy, 2 reels.  
 Universal Animated Weekly, No. 18.  
 Universal Screen Magazine, No. 65.  
 Universal Current Events, No. 47.  
 "The Bull's Eye," Serial, with Eddie Polo, 9th episode.  
 "Dynamite," 2 reels.  
 "The Lion's Claw," Serial, with Marie Walcamp, 1st episode.  
 "A Woman's Honor," 2 reels.  
 Finley Nature Studios, No. 12, "A Day at Yellowstone Park" and "Beautiful Devon," Scenic, split reel, 1 reel.  
 "Fast Company," Bluebird Production, with Franklyn Farnum, 5 reels.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

"The Sunshine Man," Ann Pennington, 5 reels.  
 "Amarilly of Clothes Line Alley," Mary Pickford, 5 reels.  
 "The Bell Boy," 2 reel Arbuckle Comedy.

### FOX FILM CORPORATION—

"Six Shooter Andy," Tom Mix, 5 reels.

### GENERAL FILM—

"Madison Square Arabian Nights," O. Henry Story, 2 reels.  
 "The Chocolates of the Gang," Judge Brown Story, 2 reels.  
 "Blundering Boobs," Pokes and Jabs Comedy.  
 "The Lie That Failed," Essanay Comedy.  
 "Daughter of Uncle Sam," Episode No. 2, 1 reel. Serial.

### INDEPENDENT FILM SUPPLY—

"Unto the End," Crane Wilbur, 5 reels.

### METRO—

"The Brass Check," Bushman and Bayne, 5 reels.  
 Mr. and Mrs. Sydney Drew Comedy.

### MUTUAL—

"Powers That Prey," Mary Miles Minter, 5 reels.  
 "His Quaker Girl," Billie Rhodes Strand Comedy.  
 Screen Telegram.  
 "The Lost Express," Chapter 12, "A Daring Debt."  
 "Jimmie Dale," Episode No. 10.

### REGAL—

"Strong Way," J. Elvidge (World), 5 reels.  
 "The Danger Game," Madge Kennedy, 7 reels.  
 "Lest We Forget," Rita Jolivet, 7 reels.  
 Mutt and Jeff Comedy.  
 Keystone Comedy.  
 Triangle Comedy.

### SPECIALTY FILM IMPORT—

"The Great Adventure," Bessie Love, 5 reels.  
 "The Hidden Hand," Serial.  
 Scenic Split Reel.  
 "Luke," Comedy.  
 Pathe News.  
 Pathe News.  
 Pathe Gazette.  
 British War Office Official News Film, 1 reel.

### UNIVERSAL FILM—

"The Magic Eye," Little Zoe Rae.  
 "Pink Pajamas," Dave Morris and G. Tennyson.  
 "Gowns and Girls," Gale Henry and Hughie Mack, 2 reels.  
 Animated Weekly, No. 18.  
 Screen Magazine, No. 65.  
 Current Events, No. 47.  
 "The Bull's Eye," No. 9, "Dynamite."  
 "Lions' Claws," No. 1, "A Woman's Honor."  
 Finley Nature Studios, split reel, "A Day at Yellowstone Park" and "The Land of Romance—England."  
 "Fast Company," Franklyn Farnum and J. Hanson (Bluebird), 5 reels.

### V. L. S. E.—

"Women Between Friends," Alice Joyce, 5 reels.  
 "Tramps and Traitors," Big V Comedy.  
 "Their Anniversary Feast," Vitagraph Comedy.

**\$1.00 brings the Digest to your door for 52 weeks—subscribe now**

## YOU NEED "WID'S"

### WID'S

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

### WID'S

Reaches the managers of over 5000 of the better class Theatres in the U.S.A. who tell us they cannot get along without WID'S. It will pay you to fill in coupon and mail it NOW.  
 A sample copy Free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.  
 Times Building, New York City

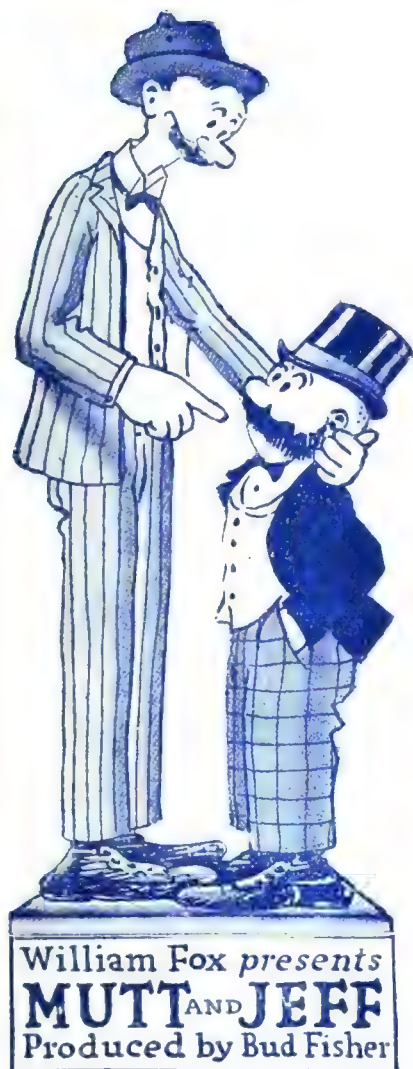
Please send me WID'S—1 Year at \$10.00  
 6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!



**Gloom Chasers!**

**Joy Dispensers!**

# **MUTT and JEFF**

## **Comedies**

**NOW** ONE EACH WEEK  
500 Feet---One Reel

LET "BUD" FISHER  
DRAW A CROWD FOR YOU

Canadian Exhibitors will be quick  
to realize their marvelous  
box-office value.

**THE PRICE IS RIGHT!**

Here are the first four releases commencing April 28th.

"THE DECOY" "BACK TO THE BALKANS"  
"THE FREIGHT CONJESTION" "THE LEAK"

They're Real Gems of Humor

# **FOX FILM CORPORATION, Limited**

MONTREAL TORONTO ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





# AN ADVERTISEMENT WRITTEN BY EXHIBITORS

RICHARDS AND FLYNN, WONDERLAND THEATRE, KANSAS CITY, MO.

"The Eagle's Eye" opened to tremendous business. We believe that this serial will go over bigger than any other we have ever run. People who have seen the first two episodes have all gone out boosting it.

E. V. McGRATH, STRATFORD THEATRE, DETROIT, MICH.

We played the first episode of "The Eagle's Eye" to two top heavy houses, actually turning hundreds away. The picture itself went big, more cheering and applause than ever given any other picture in this theatre. I was looking for good business with the opening episode, but it was far above my expectations. If business on the remaining episodes will continue just half what we did tonight, our directors should sing praises to "The Eagle's Eye."

THOMAS A. BOYLE, PLAYHOUSE, RUTLAND, VT.

I think "The Eagle's Eye" the best serial ever produced. I called up many of the exhibitors around here and told them of it.

PHELPS SASSEEN, ANDERSON THEATRE, ANDERSON, S. C.

We broke all records with the first episode of "The Eagle's Eye." The official census of Anderson is, I believe, 9,600. We showed to 2,011. We believe this serial not only will pay us, but that we are doing our country a good service by showing it for its patriotic value.

WILLIAM A. DILLON, STRAND THEATRE, ITHACA, N. Y.

"The Eagle's Eye" is the biggest thing in the serial line ever presented in this theatre.

DAVID PICKER, BURLAND, SPOONER and ELSMERE THEATRES, NEW YORK CITY  
(Total capacity, 7,000 persons)

"The Eagle's Eye" is the first serial to be shown in my theatres in nearly four years. It is the first one I considered sufficiently worthy of being an important part of a carefully chosen program for twenty weeks. It is appealing strongly to very discriminating audiences.

**Q** The judgement of these exhibitors must be correct because they own and operate successful profitable theatres. They are backing their judgement by featuring for twenty weeks America's Serial Supreme

## "THE EAGLE'S EYE"

BY WILLIAM J. FLYNN

Recently Retired

CHIEF OF THE U. S. SECRET SERVICE

PRODUCED BY THE WHARTONS WITH THE FAVORITE STARS

### KING BAGGOT AND MARGUERITE SNOW

BOOK THROUGH YOUR NEAREST FOURSQUARE EXCHANGE

Atlanta, Ga.	- - - - -	73 Walton Street
Boston, Mass.	- - - - -	16 Piedmont Street
Buffalo, N. Y.	- - - - -	47 West Swan Street
Chicago, Ill.	- - - - -	207 South Wabash Avenue
Cincinnati, O.	- - - - -	301 Strand Theatre Building
Dallas, Tex.	- - - - -	1911 1/2 Commerce Street
Denver, Colo.	- - - - -	1735 Welton Street
Detroit, Mich.	- - - - -	304 Joseph Mack Building
Cleveland, O.	- - - - -	312 Sloan Building

Kansas City, Mo.	- - - - -	1120 Walnut Street
Los Angeles, Cal.	- - - - -	514 West Eighth Street
Minneapolis, Minn.	- - - - -	16 North Fourth Street
New York, N. Y.	- - - - -	729 Seventh Avenue
Philadelphia, Pa.	- - - - -	1325 Vine Street
Pittsburgh, Pa.	- - - - -	127 Fourth Avenue
San Francisco, Cal.	- - - - -	171 Golden Gate Avenue
Seattle, Wash.	- - - - -	2014 Third Avenue
St. Louis, Mo.	- - - - -	301 Empress Theatre Building

CANADA—Super Features—Foursquare, Ltd.

Toronto, Ont.	- - - - -	59 Victoria Street
Montreal, Que.	- - - - -	204 St. Catharine's Street, West

St. John, N. B.	- - - - -	19 Market Street
Winnipeg, Manitoba	- - - - -	215 Phoenix Block



5 CENTS

April 30th

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED TO

PHOTO-PLAYS



## CANADIAN EXHIBITORS! HELP DEFEAT THE HUN

The Government asks you to perform a highly patriotic service by showing a one-reel subject, "WAR GARDENS" on your screen.

**QUICK ACTION IS IMPERATIVE  
SEEDING TIME IS NOW HERE**

The film is now ready for distribution in towns and cities throughout the land.

It will be supplied to your theatre GRATIS by the Motion Picture Committee of the Food Controller's Office.

This vital message to Canadians must reach them at once, else its purpose will fail. Dwellers in cities and towns must utilize their back-yards for War-Gardens, and this film will show them how to do it.

**Exhibitors---"Do Your Bit"---Book it Now**

*This advertisement is donated to the Government  
by The Canadian Moving Picture Digest*

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

MONTREAL  
Room 2, Imperial  
Theatre Bldg.

# RECENT BLUEBIRD PRODUCTIONS

**Monroe Salisbury**

Production

**"The Red, Red Heart"**

**Louise Lovely**

Production

**"A Rich Man's Darling"**

These Four Screen Artists have found great favor with Canadian Exhibitors and Patrons.

In the four productions herein listed they are seen at their best. You will like them — Your audiences will like them.

**Carmel Myers**

Production

**"The Marriage Lie"**

**Ella Hall**

Production

**"A Mother's Secret"**

ASK

**BLUEBIRD PHOTOPLAYS**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# You Can't Give Your Patrons Too Much Comedy in War-time!

A wonderfully popular  
Feature with Canadian Ex-  
hibitors everywhere. The  
Price will interest you.

**L-K o**  
**Comedies**  
TWO REELS

This Nestor brand is the  
"old reliable" single Reeler  
that has steadily grown in  
favor; Clean Comedy and  
Breezy Action.

**Nestor**  
**Comedies**  
ONE REEL

**"EDDIE"** **"LEE"**  
**LYONS-MORAN**  
**STAR COMEDIES**  
TO SHAKE THE WORLD WITH LAUGHTER  
BOOK THEIR FIRST RELEASE  
**"A PIGSKIN HERO"**  
AND CONTRACT FOR ALL THAT FOLLOW  
BOOK THRU YOUR NEAREST UNIVERSAL EXCHANGE

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

# Announcing— Ernest Shipman

As New York Representative  
of The Canadian Moving  
Picture Digest

---

---

**IT** IS with genuine pleasure that we announce to our readers and advertisers the appointment of Mr. Ernest Shipman as our resident representative in New York City. Mr. Shipman is well known in Canadian film circles, and plays a large factor in the film industry in the American metropolis. Mr. Shipman's address will be room 804, 17 West 44th. Street.

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 3

SATURDAY, APRIL 20th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest  
Publishing Company**  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**MERRICK R. NUTTING**  
Advertising Manager  
**HARRY J. MANHEIM**  
Business Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bligny Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

—  
**OTTAWA, ONT.**  
**Will McLaughlin**  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
**Alice Fairweather,** St John Standard

**HALIFAX, N.S.**  
**T. S. Daley,** Casino Theatre

**VANCOUVER, B.C.**  
**J. M. Maxwell,** Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Help to Raise Standard of Moving Picture Operators

**Y**OU, as an exhibitor, have doubtless heard of Mr. F. H. Richardson. If you haven't, your screen education has been sadly neglected, and we respectfully refer you to your operator for further and detailed information. In case you hesitate to approach this fount of knowledge and information located in your projection booth, we desire to inform you that this man Richardson is probably the greatest authority on screen projection in captivity on the American continent—if not in the world.

It was our genuine pleasure to listen to Richardson make an address on projection last Wednesday night before Local 173 of the Toronto Moving Picture Operators. His message was not confined to operators. He had something to say about exchange men and exhibitors. We have known for some time that the operator, or "projectionist," as Mr. Richardson would have him known, is an important link in the chain, but after Richardson finished speaking we realized just how important to your success, Mr. Exhibitor, he really is.

Probably you haven't given much thought to your projection. Perhaps you have. We hope so, because by so doing you class yourself as a modern-day type of successful amusement merchandiser. It may interest you, however, to know that one of the causes for the high film rentals is the damage you unconsciously do to films entrusted to your care by hiring incompetent and underpaid men in your projection booth.

If you would "do your bit" in placing the exhibitors' end of the film business on a firmer foundation, begin right in your operating booth. If exhibitors will assist in bringing the operator-body to a higher plane, they are not only helping the operators, but are also doing a mighty important stroke of good business for themselves.

It would do your heart good to hear Richardson on this phase of the subject. This man knows absolutely what he is talking about, and he pointed out in emphatic language how really important it was that Canadian and American exhibitors foster better projection in their theatres. An operator who really can be classed as a "projectionist" may cost you a few more dollars per week in salary, but ten to one he will save you more in a year than you ever imagined possible, and it may turn out to be the cheapest investment in human service that you ever made.

Keep close to your operator—he makes or mars your theatre. If he is of the right calibre, instill in him a desire to become more proficient in his work, and reward him accordingly. You'll find it pays big dividends.



## "War Gardens" is Educative Film

**Exhibitors will be furnished with  
this picture free of charge  
—Book it**

In an effort to stimulate the citizens of the larger cities throughout Canada to make use of their back yards for growing vegetables, and other garden truck, the Canadian government, through the Food Controllers' office, has issued a splendid single-reel film entitled "War Gardens."

This film will be shown throughout Canada in the larger cities. It will not be shown in the small towns and villages, for the people living in these places know full well the wealth that can be produced from the soil in their yards.

It is the city dweller that the Canadian government wishes to reach. Therefore this film, "War Gardens," has been issued to make the city people cut down the high cost of living by growing things in their yards.

This film will be distributed gratis to Canadian exhibitors. A large number of prints have been purchased, and all exhibitors who desire to run this film should communicate at once with Mr. Hague, of the Canadian Universal Film Co., Limited, or Mr. Allen, of the Famous Players. Alberta and British Columbia will be taken care of by the Universal offices in Calgary and Vancouver, while the Famous Players will look after Ontario and Quebec.

Exhibitors will be performing a patriotic duty by running these films, as well as showing their patrons an interesting and instructive film. The film is ready at once for release.

### PHOTOPLAY CALENDAR A SUCCESS.

The Toronto Daily News Photoplay Calendar, inaugurated in last Saturday's issue of that newspaper, has caught on at a rapid rate, and is now an assured success, according to officials of the Daily News. A large number of smaller theatres in the city have come in on the scheme, and in last week's edition there were 29 theatres represented. In conjunction with the scheme the News is furnishing a slide to the theatres which reads as follows: "Our program for each week is published in the Daily News each Saturday. Be sure and get a copy." By this means the newspaper also gets a little advertising and publicity for itself.

### TRADE PAPER REVIEWERS PASS ON PICTURE.

A prominent film company last week started an innovation when the reviewers of the motion picture trade papers were asked to pass upon a comedy, decide upon its merits and advise as to whether it should be released or "junked."

It was a comedy in which a newcomer

to the screen played the leading role, and, being his screen debut, the company asked the trade paper reviewers to make the decision as to the possibility of the comedian becoming a screen favorite.

After viewing the picture it was the unanimous consensus of opinion on the part of the reviewers that the screen would not be seriously inconvenienced if the pictures by the comedian were not released. They will not be.

In the future this film company proposes to take numerous persons into its confidence before attempting to popularize players.

## Fairbanks and His Wife are Estranged

**Wife of "Doug" says husband's  
heart is captured by female  
screen idol**

Moving picture actors are said to live breathe, eat, and flourish like a green-bay tree on publicity. Douglas Fairbanks is no exception to the rule, and this popular screen hero has had oodles of publicity since he took to acting before the camera.

However, Douglas is now getting some publicity, for which he evidently cares very little. His domestic difficulties and love entanglements with a very popular female star are now being bared by the glare of publicity, and, to say the least, it is rather unwelcome.

Fairbanks who was in Detroit last week in connection with the new Liberty Loan made a statement that the story of his estrangement between himself and his wife was "German propaganda" and entirely false.

Mrs. Fairbanks who is in New York, was told what "Doug" had to say about the break, and this has stung her into naming names and threatening to reconsider her first attitude of quiet self-effacement.

The wife of the famous screen star intimated very broadly that if Fairbanks and the popular idol of the film whom she named as the present possessor of Fairbanks' heart, do not admit their love for one another, and cease "denying the obvious," she will not be content to sacrifice herself further for their sakes.

"This popular idol of the screen has told her friends and her mother that her love for Douglas is the biggest love of her life," said Mrs. Fairbanks, "and if she does not play the game fairly I will provide evidence to prove these statements."

Mrs. Fairbanks was hopping mad when she read the despatch from Detroit wherein her husband was quoted as saying that the story of their estrangement was a German plot to destroy the value of the work he is doing for Liberty Loans. "These denials," she said, "by my husband and by the woman in the case do not ring true—it is not playing the game."

## Efforts of Movie Men Greatly Appreciated

**War Lecture Bureau Praise Patriotic Spirit of Canadian Exhibitors**

The Canadian government is greatly pleased over the response made and the co-operation given by Canadian exhibitors, both big and small, to the propaganda work and other win-the-war measures. The screen, together with the daily newspapers, are two of the most powerful agencies with which the Canadian people can be told vital messages concerning the progress of the Great War.

A recent issue of the War Lecture Bureau has just been handed to us. This publication is published by authority of the Director of Public Information, Ottawa. In speaking about the good work the Canadian exhibitors have done by permitting the use of their houses and screens for war purposes, this government magazine says:

"The warm reception being given to the work and workers of the War Lecture Bureau everywhere is worthy of note and recognition. The first men approached were the managers of the moving picture houses and theatres of Canada—nearly a thousand in number—and the response has not only been prompt, but cordial, and our Bureau workers are continually reporting on the courtesies extended to them. This reciprocal interest and co-operation is appreciated by the Bureau as well as by the Bureau workers."

This extract goes to show that Canadian exhibitors are "doing their bit," and that their efforts are being appreciated in quarters where it will do them good in the future. The latest manner in which the exhibitors can co-operate with the government is in showing to their patrons the one-reel subject "War Gardens," which will be supplied to them gratis for the asking. Go to this one, boys, and show your government that you can help them!

### SCHLESINGER IS ENTERTAINED.

**Friends Take Occasion to Welcome Former Manager of Toronto Theatre.**

Leon Schlesinger, former manager of the Strand Theatre, Yonge Street, Toronto, breezed into the Queen City last week, and was pleasantly surprised by his Toronto film friends. They gathered at the St. Charles Hotel one evening and passed a very pleasant time among each other's company. Among those who told Leon how glad they were to see him were his brother "Dick," Lou Rosenfeld, Herb Allen, Maurice and Mrs. Kauffman, Mr. and Mrs. Syd. Taube, I. Feldman (the theatrical architect) and J. B. Cronk. Mr. Schlesinger is now with the Inter-Ocean Film Co., one of the largest film exporters in the United States, and says that everything is as smooth as a kitten's wrist.

## McCabe Makes Trip Throughout Quebec

### Fox Film Official says that Exhibitors have done much for Patriotic Purposes

Vincent McCabe, special representative for Fox Film Corporation, Limited, returned to Toronto this week for a short stay, after spending the past two weeks in the Province of Quebec. He will return in a few days to Montreal for another week.

"Mr. McCabe found conditions in the Province of Quebec on the mend. For some time, due to the unsettled conditions, business was not all that it should have been, but the outlook is much brighter for the film business generally.

"I was much struck with the high class of many of the theatres in that province," said Mr. McCabe to The Digest. "The City of Quebec has an especially fine theatre, and the theatre in St. Hyacinthe, Quebec, is also a credit to that city and the province.

"We in Ontario sometimes labor under the delusion that the Quebec people are not as loyal as they should be. Undoubtedly much damage has been done to the reputation of this province by the work of irresponsibles and hotheads. There are scores of French-Canadians who are loyal, and who are sharing the burdens of the war.

"The exhibitors in Quebec as a body have been very generous in donating their theatres and screens for propaganda work in connection with the war, and have co-operated wholeheartedly with Red Cross officials and other patriotic bodies. They deserve a great deal of credit.

"Conditions in the City of Montreal are excellent at present. Of course Sunday opening has a great deal to do with the volume of business for the week."

Mr. McCabe stated that Fox films are meeting with splendid success in the Province of Quebec, and also the Maritimes.

### ADVERTISES "EAGLE'S EYE."

William O'Hare, manager of Majestic Theatre in Des Moines, Ia., took an original way of advertising "The Eagle's Eye," the serial story of the Imperial German Government's spies and plots in America, by William J. Flynn, the recently retired chief of the United States Secret Service, which he hooked for a part of his program in a "spring drive for a rousing summer's business."

He had a huge submarine fashioned over a motor truck. The model was 52 feet long and 15 feet wide. He procured a real torpedo and two sailors from the Des Moines Naval Recruiting Station, and for three days prior to the showing of the first episode of "The Eagle's Eye" the submarine was driven about the business section of the city. The sailors explained the workings of the submarine, solicited enlistments, and boosted the first episode, "The Hidden Death," which tells the facts of the Imperial German Government's complicity in the sinking of the Lusitania.

Manager O'Hare opened the doors of the Majestic for the first showing of the serial at ten o'clock on Easter Sunday morning. After the first half hour there was not a time during the day that he was not forced to stop the sale of tickets because of a crowded house.

In addition to the submarine Mr. O'Hare had used advertising in the local newspapers for ten days prior to the showing. The Majestic had also been newly decorated and the manager covered the interior with American flags. The picture ran to crowded houses for three days. This great serial is being distributed in Canada by Super-features, Limited, with head offices in Toronto.

## The Great History of the Big War

### Montreal Theatre Makes Plans to Show Important Series of Pictures

The Imperial in Montreal has just concluded an agreement with the Specialty Film Import, Limited, to show a series of pictures depicting the principal incidents that have taken place since the beginning of the war.

This series, was arranged by the London office of Pathe, approved by T. T. O'Connor, the British censor, and recommended by Lieut.-Col. Ernest Chambers, Canadian war censor.

The Imperial advertise this extensively in the newspapers, mentioning that the public could see in ten minutes what would take hours to read.

The demand for this series is going very well.

The Specialty Film Import, Limited, have received a consignment of films direct from the Pathe office of London.

It consists of a series of pictures showing what every country at war have done since its inception.

The first release will show the place of assassination of the heir to the Austrian throne, and the starting of this great war. In this same release one will see Serbia attacked by Austria and Montenegro coming to Serbia's assistance.

The next release will show Germany preparing her dream of world dominance.

The third will be Russia, and the fourth Belgium.

We will keep our readers posted on future releases.

### GOOD NEWS.

The editor has just heard that the well-known stage success, "To-day," has been approved by both the Ontario and Quebec Boards of Censors.

The critics all agree that this State-Right feature, directed by Ralph Ince, and starring Florence Reed, is without a doubt the best film released for a long time.

The Specialty Film Import, Limited, should be complimented in having secured the handling of such a production.

## Has Famous Charlie Chaplin Been Drafted

### Report from West Coast Says He Has. Chaplin May Join U.S. Army

News despatches received this week from Los Angeles state that Charlie Chaplin, the screen comedian, has been drafted, and that he will be called to the colors in June.

Chaplin is a British subject, and it is said that he will waive his rights as a British subject, and don the United States uniform. Verification of this report concerning Charlie has not been received as yet. Chaplin has left Los Angeles to come east for the purpose of assisting with the second Liberty Loan. He is addressing audiences this week throughout North and South Carolina.

Chaplin stated some time ago that he is ineligible for military service, and has been quoted as saying that he has an incurable physical disability.

The screen has given generously of its members for war purposes in the United States. Jack Pickford recently joined the United States army to become an airman.

### FIRST RUSSELL PRODUCTION.

William Russell has completed work on "Hearts or Diamonds," the first of his pictures for William Russell Productions, Inc., and it has been set for release by the Mutual Film Corporation, through which the Russell productions will be distributed for May 13th in Canada.

"Hearts or Diamonds" is from the story by William Hamilton Osborne, the well known writer, whose fiction is appearing regularly in the Saturday Evening Post. It was selected by Mr. Russell himself after a conference with the author, as admirably suited to Mr. Russell's particular abilities.

The story contains a vast amount of fast and spectacular action. Mr. Russell has made a distinct reputation for himself in action pictures. It furnishes a number of comedy touches, and Mr. Russell's comedy genius was wonderfully displayed in "The Midnight Trail," "In Bad," and "New York Luck," the last of his series of American-Mutual pictures.

### THE DIGEST A GREAT MEDIUM.

Advertising in the columns of The Canadian Moving Picture Digest is no hit-or-miss matter. There can be no doubts about the results. Every copy printed finds its way into practically every theatre in the Dominion of Canada, from coast to coast. And this every week. Advertisers, these are the men you want to reach. An advertisement in The Canadian Moving Picture Digest hits the bull's eye squarely.

It is not generally known that Mary MacLaren, who begins work again this week under Ida May Park's direction, is a sister of Katherine MacDonald, leading woman for Douglas Fairbanks.

# Contract Cancellations; Some "Whys" and "Wherefores"

**John Green of Galt, Ont. hands out a "Jolt" to Exhibitors, Film Salesmen and Exchanges**

Among the many evils of the motion picture business to-day the cancellation of contracts for films is not the least of the great many troubles that beset both the exchanges and the exhibitors.

Who is to blame? Talk to the majority of exchanges and they will tell you the fault is all with the exhibitor. To this statement I will at once take exception, and give my reasons. At the same time I will admit that there are a great many exhibitors, far too many in fact, that consider a film contract N.G.; only "a scrap of paper," so to speak, and many exhibitors sign contracts

and when the stuff came a week in advance and was found wanting, a cancellation by phone or wire followed. Then came a yelp from the honest "gyp artist" like a hungry coyote, giving me another game of talk to play the picture; it's the best they had, and the old Grand Army spell about not being able to get the stuff from New York, but never a mention of a cut in the contract price of the film while they failed entirely to live up to their representative's strong line of gab.

Many film agents before they start out to sell features should take a school course in telling the truth or take a leaf from the life of that great American statesman George Washington. Another thing they can learn to their own advantage and for the good of the exchange they work for—don't take all exhibitors for simps, rubes, and "come-ons." The average exhibitor will stack up pretty fairly in comparison, as far as being intelligent is concerned, with any film peddler I have met, and that's not a few. They look at the exhibitor, with their wide-open countenance, and tell him, "This marvelous, miraculous, stupendous five-reel 'quince' of ours will turn 'em away for you!" overlooking the fact that you are neither turning 'em away or half-filling your seats with first and second-run features—"the best produced in the world." Then they actually have the nerve to look you in the eye and expect you to fall for this monologue—ye Gods!—it's pitiful! Some of these guys would be half-witted if they had twice the amount of brains they now possess. On their next trip to your hamlet they have quit the same marvellous features they handled on their last trip, and are now "representing"—get that word!—"representing"—the "Soakum and Skinnum" Film Company. Again we laugh!—it's really funny, you know, what Robert Burns once said about seeing ourselves as others see us—well, if some few of these boy wonders could see how really funny they appear to the average intelligent small-town exhibitor—they would go into vaudeville, for they are really funny. The whole situation sums itself up in my way of thinking, like this: The exhibitor feels that the exchange looks upon him as a species of brainless land fish; this feeling he resents and can you blame him for so doing? Then the exchange gets riled if he dare to have the audacity to register a kick for asking for just what he was faithfully promised to properly exploit a feature. I have seen them get highly indignant, stand on their hind legs, and holler like h—; they stood on their hind legs for the very good reason that they had no dignity to stand on.

Now this properly-meant roast is not intended for all film travelers or salesmen. No! No!! Far be it from such—as I know some mighty good scouts in the business and am always glad to see them darken the door of my old 2x4 show shop up here in the tamaracs and

rocks. There should be a better feeling between exchanges and exhibitors. But, doubt if there ever will be until such time arrives as when the exhibitor's word will be taken as to just how much business he can do on any picture in his own old ballawick. The exchange or the traveler knows nothing whatsoever as to how much a certain feature will do in any town or theatre, the manager does know, if he is a show man.

I could give right here a list of the marvelous superfeatures that were to get me untold gold. The exchanges really don't know how much real coin of the king's realm I really dropped on full-page ads, trying by real showman's methods to induce the noble natives to come and see these all-star three-ring circus productions—and, ye gods again, say they failed to materialize. But, gentle reader, register this kick to the exchange manager, and what is the answer? If he happens to be real civil and wants to be extra polite he may say, "Well, I am sorry, I thought you would turn 'em away, Si Hoskins did over in Punkville." But I frequently



"Film Agents Should Take a Course in Telling the Truth"



John Green of Galt, Ont. says that the Exhibitor is very often "Trimmed"

knowing they will never play the feature, and have no intention of doing so. I know of many cases where they sign for a picture to keep it out of their opposition's house. This class of exhibitor deserves all he gets, and more than the exchange can hand him—and exchanges are not gentle in retaliation.

On the other hand, a whole lot of the trouble comes from windy film travelers, who make any kind of a promise to get the exhibitor's name on the little dotted line "Sign here, please." I have cancelled very few contracts I ever signed and then only with good reason. In every case the accessories, paper cuts, press sheet photos, etc., were all misrepresented by the salesman. In my particular case I have always been a stickler for new paper and photos; in other words, a clean front. The public are never attracted into a "cinema palace" (God save the mark!) movie show so-called, by an exhibition of rags and toiled, torn or wornout photos or posters. This I impress on each and every film traveller that I ever bought a film from; they all promise new stuff, and I can say to the credit of several of them, they have made good in every case with me—"Delivered the goods," so to speak. Others have not done so,

meet up with these other rube critters known as "small town managers" like yours truly, and being a very good listener, as well as a fair talker, I use my Sherlock Holmes' detective instinct and gather an earful of information at times that differs entirely from what Mr. George Washington exchange manager has told men.

The small town and small city exhibitor are the backbone of the picture business and have the heaviest burdens to bear such as express both ways. They pay more for film than the exhibitor right in Toronto, and cannot hop a street car to rectify mistakes, but must pay telegraph and telephone bills. My telephone bills average more than \$20.00 per month the year round.

Bad weather also affects the small cities or towns more than it does the big places. In this town it simply kills the business. Who pays? Not the exchanges. Nary a nickel; they play sure thin, first and last, and always. I have frequently been asked: "Why don't the exhibitors get together and form an association?" Again I laugh. The answer, boys, is easy. They would all want to be boss, and some Johnnie who came recently into the business a few months ago would be elected president, treasurer, and the whole d—



# Ideas and Suggestions

## Stunts that can be worked by the Exhibitors to increase patronage What other live wire Exhibitors are doing

### AN IDEA FOR YOU.

Here is an idea for a one-cent matinee, such as the drug stores have used so successfully. It will be found particularly effective for serials. Just a few weeks ago the proprietor of the Dorothy Theatre in Toronto tackled the scheme, and successfully launched a serial in his house by this method.

For the first episode the exhibitor advertised a one-cent matinee for children only. This brought a great number of children to the theatre to see the serial, and of course it brought their parents along, so that the exhibitor really took in more money at the matinee than he probably would ordinarily. Then, after seeing the first episode, their interest is aroused.

One of the large film manufacturing companies makes a suggestion to exhibitors that is both novel and practical, and should simulate interest among moving picture patrons, and demonstrate to them the great strides made in the art of motion pictures.

Give a "Demonstration Day" in your theatre. The cost of such a day would be trifling, and if worked successfully some good patronage and publicity could be secured.

The big idea behind this "Demonstration Day" is to show the public how bad motion pictures were ten years ago as compared with the present-day film output. Secure from an exchange a reel of film that was made in the year one, photographically speaking, introduce it before your feature by tell-

your audiences to compare closely the old, ugly film with the feature that you will show immediately after running off part of the old film.

The comparison of the ancient film with the pictures being made to-day will be striking and cause plenty of talk and discussion among your patrons. You need not run off the entire footage of the old print—just enough to show your people how bad they really were in the olden days of picture-making.

Little events, such as this, do not cost much money to "put across," but they certainly are a big help in keeping your patrons interested in your house, and what you are doing for their amusement. Impress upon your patrons the real worth they are getting for their ten or fifteen cents. Where could they get more entertainment, more education in world-wide matters than in the motion picture houses that are showing good pictures. Tell them about it. It will do them good, and you, too!

An exhibitor who believes in printers' ink advertising, is John C. Green, of Galt, Ont., who operates the Temple Theatre, in that city. Eight years ago he was styled "The Duck Who Hatches Original Advertising Schemes," and to-day he is still busy "hatching away." His advertising matter is very beautiful and striking. Many of his programmes are printed in colors. He also devotes much time and thought in his newspaper advertising copy, and is a great believer in display space to tell his story to his patrons in Galt and surrounding towns. His recent newspaper advertising on "Huck and Tom," "Mother," Mary Pickford in "Stella Maris," and "The Warrior," were particularly effective. Mr. Green is preparing an article for The Digest, telling some of his experiences in moving picture advertising, that will be worth reading by his brother exhibitors. He will also tell of some of the publicity stunts he has successfully "pulled off."

### ADVERTISING HELP TO EXHIBITORS.

If you intend to show "The Kaiser, the Beast of Berlin," in your theatre, you will have a picture that is susceptible to splendid advertising. Below is given copy for a herald that will get you business on this screen offering.

Did you know that Kaiser had a poison-filled abscess in his ear, and that if it burst he would be a raving maniac?

Did you know that the Kaiser's left arm is six inches shorter than his right, and that the hand is puny as a child's?

Did you know that the Kaiser had a mania for admiring beautiful hands, and that he wears many bracelets and feminine rings; that he has 360 full dress uniforms; that he was twice a king, twice a grand duke, eighteen times a duke, twice a prince, nine times a count, besides being a bishop?

All of these things, and many more, in the private life of the Jackal of Europe who has plunged the whole world into war and sorrow, are shown in "The Kaiser, the Beast of Berlin." To miss it is to miss the most wonderful opportunity to see as he really is the personality of this enemy of mankind.

Original from

NEW YORK PUBLIC LIBRARY

works, and the real old-timers would have to listen to a line of ragtime clatter that would make 'em weep—yea, verily, I say weep—to finish this epistle I can only say I hope the time is not far distant when the exchanges will get a better idea of how to work together for the good of the entire industry. I trust all exhibitors will break as few contracts as yours truly has done, and also hope the film agents will benefit in some way from this monologue.

Truth, gentlemen, the whole truth, and as a parting shot, my advice is never try to sell a feature until you see it screened; study it, learn the story, and tell its strong points to the exhibitor, he may be intelligent enough to see the advantage of using your production. Don't tell him you haven't seen the picture on the screen, but you know it's a marvel, because the janitor in your exchange heard one of the stenographers tell Mamie it was a "beaut." This is putrid piffle to hand any man with even a featherweight brain. Well, anyway, it's a merry old game—what say? Let's all close up for July and August and go over and end the war. We are such a merry band of scrappers that we should be able to turn the trick. Here is wishing every success to every Canadian exhibitor and love to all film travelers and exchange managers.

JOHN C. GREEN.

Temple Theatre, Galt.

Juanita Hansen is starting on a thrilling new serial, "Pleasure Island," which Ben Wilson is directing. The story is by Frank R. Adams, and Walter Woods wrote the scenario. Jack Mulhall shares headline honors with Miss Hansen. Other noteworthy members of the cast are Charles Hill Mailes, Joseph W. Girard, Harry Dunkinsan and Helen Wright.



This is MR. ALBERT E. H. GRUPE, a Canadian Screen artist of splendid ability. Mr. Grupe has appeared in "Self Defense" and also the two productions made by the Canadian National Features. He also appeared in Famous Players productions two years ago.

# MONTREAL AND QUEBEC NOTES

Montreal.—The Family Theatre here has been the scene of combats last week almost rivalling in intensity and fierceness of attack and counter-attack those on the Western front "over there."

The *casus belli* goes back some months—when a dispute took place between Mr. Desmarteau, at present in possession of the theatre, and the owner of the building, Mr. Ogulnik. Mr. Desmarteau was evicted from his position as manager of the French stock company playing at the theatre, and accordingly took action in the courts. He won the first case taken to the courts. This decision was appealed and was given in favor of Ogulnik.

In consequence Mr. Ogulnik decided to turn the theatre into a movie, and after some delay appointed Mr. A. J. Aubrey as manager.

Mr. Aubrey is well known in the movie picture world. He came to Canada last May with "The Submarine Eye," and has been on the road for the General Film Corporation.

Mr. Aubrey went into the Family Theatre on Monday of this week, and at once started in to get ready for pictures. He booked films for next week, and was preparing the stage for the change in policy.

The following night he went out to supper, and on his return was faced by a man with a revolver, who told him he would be shot if he attempted to enter. The theatre had been raided in his absence by Desmarteau, with a gang of men, who turned out his employees neck and crop.

Aubrey at once got Mr. Ogulnik, who was also barred admission to the theatre. The two then consulted their lawyers, who advised them to get possession of the theatre before they took any further action.

On Wednesday night Mr. Aubrey, with a gang of men, made a vigorous attack upon the Family Theatre. He had, however, underestimated the strength of the enemy. When he arrived there he found that the aisles were lined by twenty or thirty thugs armed with blackjacks, baseball clubs, rubber hose, and revolvers, while behind the stage there was also a reserve of ten or more men armed likewise. A good fight was put up, but the odds were too heavy, and Aubrey had to retreat—not, however, before Desmarteau had been arrested and taken to the cooler, from which he was later freed on \$500 bail.

An incident of the fight was the fact that Jim Malone, of the J. T. Malone Film Supply, and Mitchell Bernstein, of the Famous Players, both of whom were unaware of the trouble, motored over to the Family Theatre the same evening with a view to selling some fixtures and films. They arrived after the fight, and the victors thought they were reinforcements for the Aubreyites. They were at once attacked. As Jim says, "If my car hadn't got off well, we should both have been murdered."

On Thursday afternoon some Burns detectives, who had gone down to the

Family to spy out the land, were discovered and chased to the street cars, being pretty badly beaten up in the process.

Since then "all is peaceful on the Potomac," and the honors of the fray seem to rest, for the present at any rate, with Mr. Desmarteau.

Black Lake, Que.—Donat Pelletier, of this township, has built and is opening this week a new picture theatre. This makes the second he is now operating in this progressive locality.



William Russell, American-Mutual star

La Toque, Que.—The Royal Theatre, a popular picture house here, owned and operated by Bartlett Bros., was burned down last week. It is not known whether the loss is fully covered by insurance.

Montreal.—J. P. Harding, a well-known real estate man, of this city, will open the Bioscope, in Springfield Park, a growing section of the city, on April 27th next.

The brass frames and fixtures for the Midway Theatre have now been in-

stalled, lending a very handsome appearance to the front of this house. They were procured from J. T. Malone, 337 Bleury.

W. J. McCabe, New York representative of the Fox Film Corporation, is back in Montreal from Toronto. He will be staying here for a few days.

Montreal.—A meeting of the Canadian Moving Picture Association was held in the Imperial Theatre Building on Thursday afternoon to consider the position in regard to Sunday closing at Sherbrooke. Action in that city being still in abeyance, the question was left over until further steps had been taken.

Albert H. Beaulne, Secretary of the Canadian Moving Picture Association, Room 1, Imperial Theatre Building, will be glad if any theatre ushers, operators, pianists, etc., will get in touch with him and register their names and addresses at his office in order that he may place them in communication with theatres in need of their services. Mr. Beaulne says that he has had a number of enquiries along these lines of late. No fee is chargeable.

The Imperial Theatre here inaugurated the first of the Saturday morning matinees for children last week with "Aladdin and the Wonderful Lamp." The house was crowded to capacity and some fine business was done. This was a Fox Feature.

## FILM OFFERINGS IN MONTREAL THIS WEEK.

### LOEW'S.

"Carmen of the Klondyke," Clara Williams.

### IMPERIAL.

"Wild Youth," Carlyle Blackwell, and "The Whispering Chorus," Kathryn Williams.

### ST. DENIS.

"The Danger Game," Madge Kennedy, and "Breakers Ahead," Viola Dana.

### STRAND.

"The Light Within," Madame Petrova, and "A Daughter of France," Virginia Pearson.

### HOLMON.

"The Doctor and the Woman," Olga Petrova, and "The Red, Red Heart," Monroe Salisbury.

### NEW GRAND.

"The Hillest Mystery," Irene Castle, and "The Wooing of Princess," Gladys Leslie.

### TIVOLI.

"Six-Shooter Andy," Tom Mix, and "Bought and Paid For," Alice Brady.

Douglas Fairbanks' next photoplay for Arcraft following "Headin' South," will be entitled "Mr. Fix It," from a story written by Allan Dwan, the supervising director.



*Supporting—*

**BILLIE RHODES**  
in  
**STRAND COMEDIES**

**100 per cent quality**

In first class Theatres Everywhere

Booking at Mutual Exchanges





# BRYANT WASHBURN

In the delightful

PATHE PLAY

By

George Randolph Chester

## "Twenty One"

---

WE ARE THE LARGEST DISTRIBUTOR OF NEWS FILMS IN CANADA  
**British War Office Official News**  
**Pathe English Gazette**  
**Pathe News - 2 a-week**

---

---

Are You Showing **"THE HOUSE OF HATE"**  
Featuring the Fearless PEARL WHITE ?  
and  
The Matinee Idol ANTONIO MORENO •  
**THIS SERIAL WILL CROWD YOUR HOUSE**

---

Here is a serial of actualities that will appeal to your patrons  
**"The Great History of the War"**  
Ten minutes to see what will take hours to read

*Direct from England—Approved by T. P. O'CONNOR, Chairman, Britain's Censor Board  
and recommended by Canada's War Censor Lt. Col. ERNEST CHAMBERS.*

**Specialty Film Import Limited**

St. John, Montreal  
Toronto, Winnipeg  
Calgary, Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# FLORENCE REED



IN THE GREAT SENSATIONAL PHOTO-DRAMA BASED ON  
THE PLAY WHICH RAN FOR ONE SOLID YEAR ON  
BROADWAY,

# "TO-DAY"

BY GEORGE BROADHURST AND ABRAHAM SCHOMER  
WITH AN ALL STAR CAST

DIRECTED BY **RALPH INCE**

**EXHIBITORS!** WATCH FOR DATE OF PRIVATE  
SHOWING; ANNOUNCEMENT SOON.

WRITE,  
WIRE or  
PHONE

**Specialty Film Import Limited**

St. John    Montreal  
Toronto,    Winnipeg  
Calgary,    Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# BOOK THIS WINNER—

It's A Flawless Gem!

## **"CARMEN of the KLONDIKE"**

In Seven Stupendous Parts  
Featuring

### CLARA WILLIAMS

This Powerful Production Played in Toronto last week to tremendous business in the face of strong competition in all other down-town houses. It will do the same for you. No matter what your competitor runs, you can get big business with this box-office magnet. Book it.

## **MONARCH FILM CO. Limited**

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# LOBBY DISPLAY DEPARTMENT

Conducted by  
**ARCHIE LAURIE**

## "THE LION'S CLAWS" (EPISODE No. 2).

I have been unable to give any lobby display articles recently because of the change of policy of my Midway, which involves three to four different programs each week. Owing to the rush of work that this has entailed, it has been well-nigh impossible to jump right in to the pressure of detail, and in addition one of my artists has been sick, and the whole work has devolved upon one man, together with myself, to make a front.

Now that I am again in touch with the work, I will continue the series with an article on "The Lion's Claws." I would have started with the first episode on this serial, but the photographs were mislaid. In the first episode brought out especially that part of the

story which covers the incident of the lion's claws and also the jungle with other beasts. There was shown the heroine, Marie Walcamp, struggling in the grip of a huge lion. In the second episode it was therefore unnecessary to bring in the lion once more, hence the elephant episode was used.

The scene is the last one that closes the second episode, and shows Marie Walcamp held suspended in the elephant's trunk and struggling with a face of terror to release herself. The entire display is one huge cardboard cutout. It might be added that there were a number of striking scenes that might have been utilized for a display, but the huge figure of one incident only seemed to me to have the best effect upon patrons. Further, a figure of an elephant has never been used in my lobby before, and so presented a novel

ty. At the same time the heroine, herself is brought into the strongest possible prominence, which is in itself a strong pulling card. All explanatory reading matter was run alongside the head of the elephant with the name of the star in big type. The artist had omitted to mention below this reading matter that this was the second episode, and I had him insert it later, but after the photograph was taken. Hence it does not appear on the photo.

The height of the elephant was fourteen feet and the width of the whole display between its extreme ends was thirteen feet.

ARCHIE LAURIE.

## NEW SERIES OF COMEDIES.

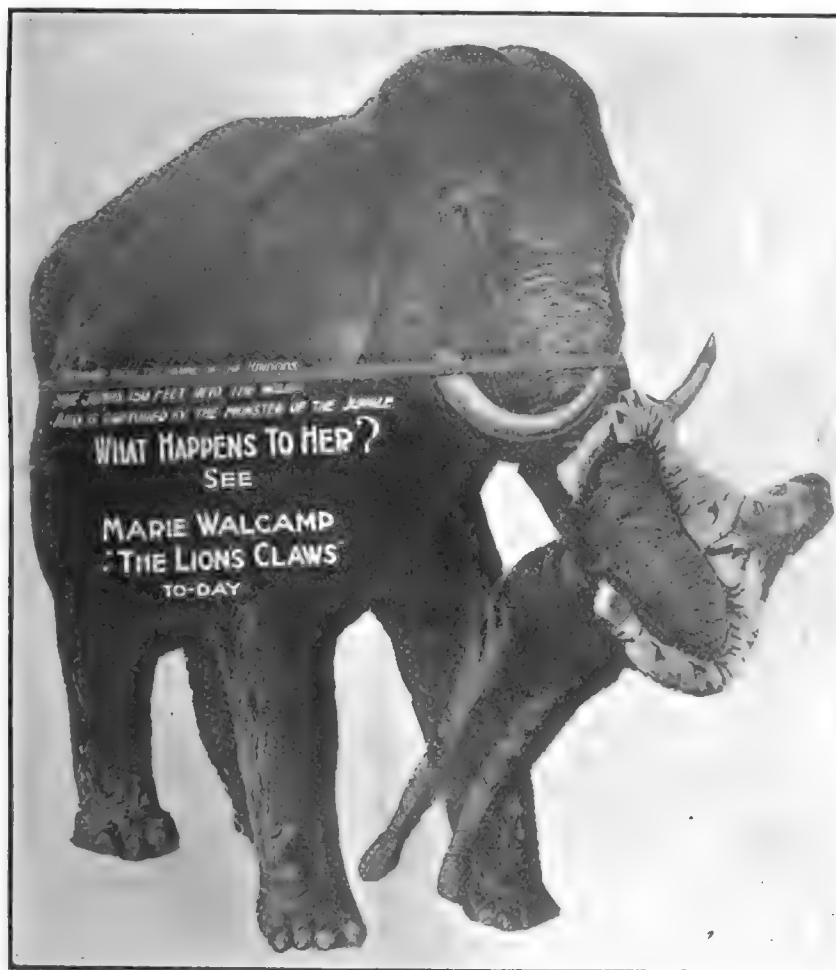
After waiting for three months for those comedians, Eddie Lyons and Lee Moran, to prepare the tremendous comedy drive on which they have just started, exhibitors and theatre patrons alike are falling before their magic fun like leaves before an autumn gale. Seldom has a more decisive victory been scored than that of "A Pigskin Hero," the first of the new Lyons-Moran Star Comedies. On account of the wonderful popularity of the stars, it enjoyed a number of pre-release runs of an entire week each. Eddie Lyons and Lee Moran are household words all over the world, for they do not rely for success upon artificial tricks, pie-throwing, slapstick, smutty situations, or any other refuge of the humor-impoorished comedians and laughless comedy brands. Their comedy is natural, their fun wholesome and sustained, and their success absolutely deserved.

## "TWENTY-ONE."

The next Pathe release is Bryant Washburn in "Twenty-One," by long odds a real, genuine and popular star in an ideal production.

Written by the well-known author, George Randolph Chester, this subject should please the young and old.

Washburn plays the part of "Jimmy Nufferton," who rouses the ire of his guardian's authority upon reaching the age of manhood, and Dave Carey, a rising pugilist. Jimmy is mollycoddled and dictated to by his aunt, uncle, and valet. At the age of twenty-one he comes into his late father's fortune and rebels. He promptly cashes a cheque for a thousand dollars and starts out to seek adventure. Fate comes to the rescue in the form of Dave Carey, his double. Complications then come fast and furious. A feature worth advertising.



"THE SCREEN PAR-EXCELLENCE"

# ACME GOLD FIBRE SCREEN

Manufactured by GEORGE McARTHUR, Jr.

WINDSOR, ONT., CANADA

# TORONTO AND ONTARIO TOPICS

## WILL AFFILIATE WITH MONTREAL.

The exchange managers of Toronto held a well-attended meeting this week, at which it was decided to become affiliated with a similar organization in Montreal. A deputation has been appointed to go to Montreal the latter part of this week and lay the matter before the managers in that city.

## BUSINESS WAS DULL.

Last week in Toronto was a rather quiet one for a number of the smaller neighborhood houses in the city. The Digest talked with several exhibitors, and they state that business took a decided slump. This may be accounted for by the extra special attractions at the four big houses down town, and also the weather, which is becoming very spring-like.

## PETER PAN CHANGES HANDS.

The Peter Pan Theatre, 1969 Queen Street East, has changed ownership, and is now being run by Mr. Jack Dunlop, of the Canadian Universal Film Co., Limited, and another member of the Dunlop family. The Peter Pan is a very neat little neighborhood house, and Mr. Dunlop should make a success of the house. Here's luck to him!

## DENTELBECK AT STRAND.

Charles A. Dentelbeck, president of Local 172, Moving Picture Machine Operators, and who has been in charge of projection for the New Allen Theatre, Toronto, since the opening, has severed his connection with that house, and is back once more at the Strand Theatre, his "first love." Mr. Dentelbeck was formerly with the company that operates both the Strand and the York Theatres.

## DAYLIGHT SAVING BILL.

Exhibitors are watching with keen interest the effect of the Daylight Saving Bill will have on their business. Some are inclined to believe that the latest legislation will cut down the attendance, but it is the opinion of many that after the people get used to the new measure that conditions will will readjust themselves.

## MOTION PICTURE ADVERTISING.

"The motion picture sadly needs today good advertising of good pictures. There are good pictures—a great many of them—and more are coming at an increasing rate.

"But there is mighty little good advertising of these pictures—human, informative, attractive advertising, such as would be used to exploit any other high class commodity."—Leroy Fairman, Editor, "Independent Advertising."

## ATTRACTIVE LITERATURE.

The Allen Theatre, Toronto, has been issuing some very attractive literature to boost its attractions with the patrons. One of the bits of advertising material which is very useful for the patrons to keep track of coming events, is entitled "Good Things for April." On the face of the small circular is a calendar for the month of April, while the two inside pages are given over to the announcements of the pictures to be shown this month. The theatre also issues a weekly program and theatre house organ, which is good advertising. All Allen literature is placed on a table in the main foyer of the theatre so that patrons cannot miss seeing it. Ushers also assist in its distribution.



PEARL WHITE, (Pathé)

## BERMAN WAS SICK.

"Jake" Berman, of the Regal Film, Limited, sales staff, was laid up in St. Michael's Hospital, Toronto, with pneumonia for a few days last week. Berman is so imbued with the desire to sell film that he couldn't take time to be sick long.

## ALLEN WITH SUPERFEATURES.

William Allen, formerly with the Kleine office in Toronto, has joined the staff of Superfeatures, Limited, in Toronto. Mr. Allen has many friends in the film trade in Ontario.

## CLASS TO CASS.

Ab. Cass, who is calling on the exhibitors throughout Ontario, in the interest of Famous Players, has been do-

ing some exceptionally good business, so 'tis said, for his company. Mr. Cass is well-liked by his many exhibitor-friends in the province.

## RECITED PATRIOTIC POEM.

Miss Rita Barber, a young miss with decided elocutionary talent was at the Regent Theatre Thursday, Friday and Saturday of this week, and gave a spirited recitation of a patriotic poem just before the screening of "Lest We Forget," which added much to the enjoyment of this feature.

## PICTURES AT PRINCESS?

It is rumored that the New Princess Theatre in Toronto will show pictures this summer. The Princess, which was recently opened, is controlled by the Whitneys of Detroit. They showed but one picture since it has been opened, "Twenty Thousand Leagues Under the Sea."

## NEWSPAPER CO-OPERATES WITH THEATRE.

The Allen Theatre, in conjunction with the Toronto Daily Star, are holding a special morning performance on Saturday, April 27th for the children of the city, when the famous "Bluebird" production will be shown to the kiddies. The Star is giving the performance a great deal of helpful publicity and advertising.

## Film Offerings in Toronto This Week

### ALLEN.

Pauline Frederick in "La Tosca."

### MADISON.

Monday, Tuesday, and Wednesday—Mme. Petrova in "A Daughter of Destiny."

Thursday, Friday and Saturday—Mary Garden in "The Splendid Sinners."

### REGENT.

Madge Kennedy in "The Danger Game."

### RIALTO.

"Parentage" all week.

### STRAND.

"Alimony" all week.

### PARK.

"Wolves of the Rail," with William S. Hart.

"The Floor Below," with Mabel Normand.

### DORIC.

"Bab's Matinee Idol," with Carlyle Blackwell.

"The Marionettes," with Clara Kimball Young.

### SHEA'S HIPPODROME.

"Nobody's Wife," with Louise Lovely.

# MUSIC AND ITS APPLICATION TO PICTURES

## THE ORGAN AND ITS USES.

The great strides made in the proper presentation of motion pictures within recent years has accomplished wonders in the development of the organ as a means of helping to "get across" film subjects in the big theatres throughout this country and the United States. To-day a modern motion picture temple is incomplete in its equipment if it does not boast of a pretentious organ.

Truly, motion pictures, as a new art, has found a worthy complement in music. Everything from a hurdy-gurdy to a symphony orchestra has been tried out. However, the modern pipe organ as a basis on which to build seems to be the ideal instrument, in so much as it embodies a great variety of tone

color, with the possibilities of numerous traps and effects, all at the command of one performer.

Under ordinary circumstances the orchestra is unwieldy, and follows the rapidly changing scenes on the screen with difficulty. On the other hand, the versatile organist has little trouble in this respect.

During intermissions of an orchestra in the larger houses—and other portrayals where the action is of a pathetic or emotional character, the organ is of greater value than an entire orchestra. This fact can be easily verified by any one who has heard the musical programme of the Regent Theatre in Toronto. Splendid use is made of the mammoth organ in this theatre for such work.

As an accompanying instrument, especially in ff movements and crescendos, the organ has proven to be a very important factor, and with only one operator can replace tone volume of any medium-sized orchestra.

A large well-trained orchestra is a great attraction in itself, but it cannot play for eight or nine hours in succession. The clap-trap piano player is worthless. The organ, however, with its various attachments, is never out of place. With the proper man at the keyboard, it can be made to talk. Every manager who is giving any consideration to the musical end of his show, should take into consideration the great possibilities of the organ. He should get an expert to advise him, and then make a purchase which best suits his needs.

## THE PRODUCER DIRECTS A SCRAP.

By Dick Willis.

"We'll rehearse the action first. Miss Gibbs you make your entrance there And show surprise at Jack here, who is sitting on this chair. He shyly takes your hand, gives you these flowers, and you sit Upon the sofa, and he starts to make love—just a bit. You egge him on, and down he flops, his knees upon the floor. Then Bob, you suddenly appear within the parlor door, Show rage, accuse Miss Gibbs, who shows some terror at her plight, And Jack and you go to it, and put up a darned good fight. That's all. Now are you ready? Start your lights—not too slow, Positions—start your cranking—look round, Jack—that's it—Now GO! Don't drop those flowers, girlie, kiss her mitt, Jack—Now kneel down— You enter Bob, just scowl at 'em—they see you—now you frown. Don't be too gentle—seize her—you find yourself defied. Don't chuck her through the scenery, man, just throw her to one side. Now Jack, you say "unhand her," now you smash him in the nose. Good Lord, man!—don't just smack him, let us see you're striking blows. Now Bob, you let him have it; shucks, don't mind a bit of gore— Good!—over goes the table, fight each other—harder—MORE— Remember you're not ladies, ooh, a peach!—now roll around— Wake up, Miss Gibbs, you see your boy is now the underhound— Reach up and get that bowl and raise it well above your head, Now bean Bob—good!—say Bob, don't lay as though she'd knocked you dead." "A peachy scene, all right boys, what's a black eye or a bump—? And if Miss Gibbs did knock you stiff, 'twill "register," you chump; Now all go home and doctor up; oh, rats! now don't feel mean, We've got the best scrap ever filmed to throw upon the screen.



RITA JOLIVET in "LEST WE FORGET"

## HOW TO ADVERTISE "LEST WE FORGET."

In this remarkable war drama film the exhibitors have a subject that adapts itself to splendid publicity and advertising. The star is Rita Jolivet, who herself was a passenger on the ill fated Lusitania. Her life was spared to be a living witness of the Huns' brutality. The scenes of the Lusitania are especially thrilling. Let your patrons know that "Lest We Forget" is a screen presentation of the great marine disaster that shook the world. Entwine the flags of the allies in your lobby and in all your advertising. Have a framed copy of Kipling's sublime poem, "The Recessional," from which the play was named, in the lobby. Display prominently the photographs of Rita Jolivet and scenes from the play. Go to your newspapers and give them plenty of news material and readers. This is indeed a noteworthy production, and will stand all the advertising and publicity you can give it.



Don't expect your theatre to run itself. Present-day conditions demand that you use your head if you want to keep the bailiff away. Slipshod business methods that went some years ago cannot be practised to-day. Study your town, study your patrons, and use your think-tank constantly.

Since Mary Pickford took San Francisco by storm by leading the Red Cross and United States Marine Corps drives recently, the little star in Art-craft pictures has been besieged by requests to participate in similar events the country over. There is scarcely a movement of a patriotic nature in which Americas' premiere film actress has not participated in some way, but the demands on her time have become so great that she has been compelled to place a ban on all personal appearances that conflict with her work for the screen.



# STORIES OF THE PLAYS AND PLAYERS

## SCREEN TELEGRAM WINS PRAISE.

The Screen Telegram, the new news-reel of the Mutual, is praised by exhibitors who have shown the first releases. The high standard set by the first release of the Screen Telegram is being maintained, while the subjects, photography and assembling is all that can be desired.

Hal. W. Smith, manager of the Ferry Field Theatre, Detroit, Michigan, writes the Mutual under date of March 19th:

"After having shown the first four editions of the Screen Telegram, I feel that a letter of appreciation is due you. As you know, I booked the Screen Telegram without having previously seen it, and will say it is all you claimed it to be, and more. I believe it to be the best weekly on the market today, and take much pleasure in showing it to the patrons of the Ferry Field Theatre."



KING BAGGETT

## HERBERT BRENON TO PRODUCE FILMS FOR THE BRITISH GOVERNMENT.

Chandos Brenon, of Montreal, Quebec, brother of Herbert Brenon, the producer, has been appointed representative for Canada in an arrangement for the production of a special propaganda film or films for the British Government, according to an announcement just made in Montreal.

Herbert Brenon it is declared, has been chosen to direct a big picture, the scenario for which was prepared by an official English syndicate, and he has already gone to London from New York, for the purpose. The picture will be shown in all parts of Canada in due course, it is announced, under the direction of Chandos Brenon. The feature may also be widely shown in the United States.

## "THE SERIAL SUPREME."

### "The Eagle's Eye" Has Been Thus Christened by Screen Critics.

Since the announcement was made some time ago in these columns that Superfeatures, Limited, has secured "The Eagle's Eye" for distribution in Canada, this film exchange, whose head office is in Toronto, has been deluged with enquiries from exhibitors in all parts of the country asking for more detailed information concerning this serial. They have even expended their own money to phone and wire to Superfeatures.

There is no question about the merits of "The Eagle's Eye" as a serial. It has been a tremendous success in the United States, and that success should be duplicated here in Canada with proper handling. One of the big features that really make it worth while, and lifts it out of the ordinary run of serials, is the fact that "The Eagle's Eye" is founded on real "inside history" of the German spy menace on this continent.

William J. Flynn supplied the facts upon which to base this serial. He is chief of the United States Secret Service, and is an international figure, due to his splendid work in frustrating the German spies in the United States. Probably no man was more conversant with the details surrounding the attempts made by paid agents of the Imperial German Government to bring disaster, riots and bloodshed down upon Uncle Sam than William J. Flynn. His years of experience in seeking out, detecting, and successfully quelling all manner of criminal activity of sufficient importance to come within the scope of the United States Secret Service was the foundation of his work to protect America from the Hohenzollern spy system.

Chief Flynn has given the Canadian and American people twenty truthful episodes of the spy menace that will awaken the people of both countries to a quick realization of their danger from this foe.

The exhibitors who books "The Eagle's Eye" is not only securing a box office attraction of the first magnitude, but he is also performing a really creditable and patriotic duty to his country.

The stars of the serial are King Baggett and Marguerite Snow. Baggett is a very popular screen artist, and has an immense Canadian following. Miss Snow, his co-star, brings to the serial physical fitness, undaunted nerve, grace, beauty and charm. They make an ideal serial combination.

"The Eagle's Eye" is America's "serial supreme," and Canadian exhibitors can make no mistake in getting in touch at once with Superfeatures, Limited, at any of their exchanges in Toronto, Montreal, St. John or Winnipeg, and securing all necessary information. A splendid campaign book is ready for distribution, filled to the brim with useful information about the serial.

## "MRS. SLACKER."

Gladys Hulette in "Mrs. Slacker" will be the offering at the New Grand Theatre, Montreal, for Thursday.

It is an ideal combination of stars and story in this five-reel feature of present-day life.

In this subject Gladys Hulette has the title role, and she is ably supported by Creighton Hale of serial fame, Paul Clerget, of the Brussels Theatre.

The story, written by Agnes C. Johnson, tells of the love affair of a boy and girl, each sincere in their affections, which on the boy's part, hastens a marriage through his desire to avoid the draft. The young wife looks upon her boyish husband as brave and noble, and when she finds that he is a slacker she dons the uniform in an attempt to make up for her consort's shortcoming. It finished by the husband joining the colors.



MARGUERITE SNOW

## "HILLCREST MYSTERY."

Drew crowded houses at the New Grand Theatre in Montreal.

Manager George Rotsky is sure drawing big with this latest Vernon Castle.

It is a splendid story, timely, gripping, and exciting, and deals with present-day government ship building and German spies.

Directed by George Fitzmaurice, Mrs. Castle is supported by a strong cast, including Ralph Kellard, J. H. Gilmour, Wyndham Standing, Dewitt Jennings and many others.

On the same programme Mr. Rotsky is showing the opening of the Soldiers' Club at the St. James Methodist by His Excellency the Duke of Devonshire, taken specially by the Specialty Film Import, Limited.

# **We Have Been Coming**

Right along as Selectors of Money-Making Specials that pleased audiences as well as Managers. The Contracts we have recently signed for big attractions must convince you that

# **We Have Arrived**

In the front ranks of Canadian Distributing Companies and this list of features will establish your confidence in our selective judgment

**"Bar Sinister"**  
**"The-Cast off"**  
**"The Whip"**  
**"On Trial"**  
**"Bought and Paid For"**  
**"Civilization"**  
**"Vera The Medium"**  
**"Boots and Saddles"**  
**"In the Hands of the Law"**  
**"The Belgian"**

**The**  
**E**  
**A**  
**G**  
**L**  
**E**  
**S**  
**E**  
**Y**  
**E**

**"The Fringe of Society"**  
**"Whither Thou Goest"**  
**"The Crisis"**  
**"The Barrier"**  
**"Whirl of Life"**  
**"The Lone Wolf"**  
**"Salambo"**  
**"Girl Who Does'nt Know"**  
**"The Power of Evil"**  
**"Those Who Pay"**

WRITE OUR NEAREST BRANCH

# **SUPERFEATURES, Limited**

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



THEATRE MANAGER

# "THE EAGLE"

THE SERIAL SUPREME

BY

William J. Flynn

RECENTLY RETIRED

Chief of the U. S. Secret Service

SO THAT ALL GOOD AND LOYAL  
CANADIANS, NO MATTER WHAT  
THEIR ORIGIN  
WILL HAVE AN  
OPPORTUNITY to SEE  
TO WHAT DEPTHS  
GERMAN DIPLOMA-  
CY HAS DESCENDED.





**ERS WILL BOOK**

# **THE EAGLE'S EYE**

**A GREAT AMERICAN SUBJECT BY  
ITS GREATEST AMERICAN AUTHORITY**

"The Eagle's Eye is a series of startling revelations, mercilessly condemning in their undeniable truth—proven by facts—of Imperial Germany's crimes.

This great serial will inspire Canada to an immensely stronger degree of loyalty and patriotism. Every exhibitor should avail himself of this wonderful, timely opportunity.

**"The Eagles Eye" does not picture the horrors of the world war**

It is entirely about the enemy. It is a picturized justification for our entry into the war for democracy and universal freedom.

It is a thrilling, smashing subject of international importance. There is nothing else available to exhibitors that can compare, in timeliness, in theme, in public interest, in appeal, in patriotism of subject and *certain* results with

# **The Eagle's Eye**

PRODUCED BY

**The Whartons**

WITH THE POPULAR STARS

**King Baggott and Marguerite Snow**

BOOK NOW THROUGH YOUR NEAREST

**Superfeatures Ltd. Exchanges**

Branches in Toronto, Montreal St. John, Winnipeg



After You Have Seen  
**"The  
Belgian"**

YOU WILL KNOW MORE THAN  
EVER BEFORE WHY WE  
ARE NOW AT WAR

IT SHOWS

How GERMANY planned  
this War 40 years ago

IT SHOWS

In detail how the Belgian  
people are being treated  
by the "German Kultur"

IT SHOWS

The real tragedy of "The  
KINGDOM OF GRIEF"

**"The Belgian"** Is Not a  
War Picture

But it shows with unerring ac-  
curacy the effects of the invasion  
of the Huns, but does not put on  
the Screen the unforgiveable  
ruthlessness of the Teuton Horde.

**"Thrills Galore"**

Mr. and Mrs.  
**Vernon Castle**

IN

**"The  
Whirl  
of  
Life"**

A Gripping Story of  
their own Lives Pre-  
sented in a novel way

**A REAL  
BOX-OFFICE  
ATTRACTION**

**SUPERFEATURES, Limited**

TORONTO  
Head Office, 59 Victoria St.

MONTREAL  
204 St. Catherine St. W.

ST. JOHN  
19 Market St.

WINNIPEG  
Phoenix Block

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# ADVANCE NOTICES FROM THE EXCHANGES

## A RECORD BREAKER.

"The House of Hate," Pathe's new serial of action and thrills starring Pearl White and Antonio Moreno, with many noted names in the supporting cast, opened with bookings in more theatres than any former Pathe serial. It eclipsed the remarkable records of such money-makers as "The Iron Claw" and "The Fatal Ring."

Universal is making a special drive on four of their best serials: "The Red Ace," "The Gray Ghost," "The Mystery Ship" and "The Voice on the Wire." These four serials have been tried and proven as box office attractions, and the exhibitor who is in the market for serials should get in touch with any of the Universal branches. "The Red Ace" is a serial built for Canadian consumption, with plenty of reference to Canada. The other three serials are of the mystery type that are so popular to-day with movie fans. Universal has had the reputation of making serials with a wallop, and in these four big serials they have lived up to their reputation.

## CARD ASSEMBLING FORCES IN CANADA.

Lynn S. Card, general sales manager of the U. S. Exhibitors' Booking Corporation, is making a tour of Canada to complete the assembling of his distributing forces. Mr. Card will interview exhibitors in that territory in order to establish closer relations between the Hall organization and the showmen of the Dominion. With the expansion of the exchange system of the Superfeatures, Ltd., through which United States productions, embracing "The Zeppelin's Last Raid," "Those Who Pay," "The Belgian," and "Just a Woman," recently purchased from Julius Steger and his associates, the booking corporation is now enabled to give Canadian exhibitors a highly efficient service, both in the handling of film and co-operation in exploiting productions released by the concern.

## "A BIT OF JADE."

Miss Minter's latest production, "A Bit of Jade," released April 22nd, is a romantic mystery play involving a Hindu jade necklace which comes into the possession of a young girl through a succession of remarkable events, and leads to a series of thrilling adventures with a Hindu cut-throat.

## AGAIN A SUCCESS.

C. Gardner Sullivan has added another big dramatic success to his long list of notable achievements in "Those Who Pay," the new seven-part drama produced under the direction of Thomas H. Ince, master of lights and shadows, who gave "Civilization" and "The Zeppelin's Last Raid" to the screen.

C. Gardner Sullivan is the most famous of all photoplay authors. All of his biggest successes have been produced by Mr. Ince, with whom Mr. Sullivan has been connected for a number of years. Mr. Sullivan was born in Minnesota and went to a small college in the Middle West. After graduating he entered the newspaper game, and at one time was employed on a New York newspaper.

He quit newspaper work to take up writing for the screen, and his career in the latter field has been marked by continued success. Mr. Sullivan has established the unique record of having disposed of every scenario he ever wrote. Not once was he turned down.

The tremendous success of "Civilization" and "The Zeppelin's Last Raid" brought Mr. Sullivan to the zenith of his fame, and the future holds great promise for this skilful writer.

Lillian Hamilton, well-known screen comedienne, has been added to the cast of Mutual-Strand comedies, starring pretty little Billie Rhodes. Miss Hamilton makes her first appearance in "For Art's Sake," the release of April 22nd.

Lillian Hamilton appeared in the series of comedies with Paddy McGuire

appearing in "Bucking the Tiger," "Lured and Cured," "Tailors' Trimmings," and "Sticky Fingers." Her stage career has been with the Burbank stock company.

Miss Hamilton is a native of South Haven, Mich.

Miss Rhodes is surrounding herself with a cast of well-known people. Cullen Landis is playing the lead in the Rhodes comedies and Eugenie Forde has been recently added to the cast.

It hasn't been very many months since the inception of the Universal Screen Magazine, but in a comparatively short time this reel has gained wide popularity with the exhibitors in Canada, and the number of exhibitors who are running this reel is increasing each week.

The Screen Magazine's great popularity is due in a large measure to its wide appeal to all members of the movie family. Each week there is a section of the reel given over to the manufacture of a well-known article, such as the manufacture of aeroplanes, the making of a newspaper, boat building, etc. Other sections of the film treat of the proper preparation of foodstuffs, and many other wartime saving stunts that are well worth seeing. The very latest inventions of science are also shown in detail in such a manner that they can be easily understood by all members of the family. All in all, the Screen Magazine is a film that can be featured each week, and played up in a manner that will build regular patrons for a theatre.

## WOMAN SACRIFICES HAPPINESS.

The sacrifice by a young woman of her happiness to save the honor of her family, threatened by the act of her erring sister, forms the basis of "The Lie," the next Artercraft picture, in which Elsie Ferguson will be starred. The play was written by Sir Henry Arthur Jones. The production was directed by J. Searle Dawley from a scenario by Charles Maigne.

## ELECTRIC SIGNS

### Largest Electric Sign Works in Canada

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL

**RADIO MAT-SLIDE**

Enables the Exhibitor to make an Announcement in One Minute—60 words in 60 seconds—and at a cost of only a few cents. No more "SLOPPY" hand-written slides.

TELLS YOUR PATRONS OF COMING ATTRACTIONS, SPECIAL FEATURES, WAR or LOCAL NEWS.

*The most satisfactory Slide in the world.*

**Send \$2.00 for Box of Fifty**

Binding Tape 25 cents

For Sale by all Leading Dealers

For Sale by J. T. MALONE, 337 Bleury St., Montreal



## "SOME" JUDGE.

Miss Pearl White, the Pathe serial heroine, was watching the military manoeuvres at the recent army and navy exhibition at Madison Square Garden. In the next box was a well-known judge. The eyes of the legal luminary wandered in the direction of the serial star.

"What a beautiful woman!" he remarked to a friend.

Miss White heard. She turned and recognized the noted jurist.

"What an excellent judge," she remarked quickly, and gave him the benefit of one of her most charming smiles.

Miss Wanda Hawley, who plays opposite Douglas Fairbanks in his newest Artercraft picture, was recently married to a prominent young Los Angeles business merchant.



CUT THIS COUPON OUT AND MAIL  
IT TODAY

Enclosed please find \$1.00 for  
one year's subscription to the

**Canadian  
Moving Picture Digest**

Name .....

Theatre .....

Town .....

Province .....

## AN UNHONORED CRAFTSMAN

There is a man we never see,  
Given no publicity,  
Working on so you may view  
All the movies that are new,  
Without flickering or break,  
Though his tired arms may ache;  
Ever watching through his  
"peep"

Into darkness broad and deep,  
Save where penetrating ray  
Lights the screen as bright as day;  
Toiling, ever on his feet,  
In the blinding glare and heat,  
Threading film in a machine  
That projects it on the screen;  
Keeping carbon lights aglow,  
Cleaning after each show,  
Looking out for censor's seals  
Or re-winding all the reels;  
Mending breaks by clever patches,  
Blamed for laboratory scratches:  
Unseen is the part that's his,  
This unhonored craftsman is

The movie operator.

—By Alvin Richard Plough.



**MARY GARDEN.**  
Goldwyn Pictures Star.

**T**he Canadian  
Moving Picture  
Digest, Canada's  
Film Trade Paper  
is rapidly forging  
to the front. Watch  
it grow! Special fea-  
tures are constantly  
being incorporated

Office 326 Spadina Ave. Toronto, Canada

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

Use Digest small Want advertisements. They get results.

**WANTED** — Pianist; experienced in vaudeville and motion pictures; state lowest salary. Grand Theatre, Dunnville, Ont.

**FOR SALE**—One of the finest Lyon & Healy piano orchestration in Canada; nine pieces, \$1,000; don't miss this snap; also music, 40 rolls, like new, at half cost price. R. Kershaw, Wonderland, Winnipeg. 1

**WANTED**—Male or female piano player must cue pictures properly. Might also teach and play with dance orchestra on the side. Also good operator; night work only; can handle side line easily; your lowest salary in both instances. Apply Mrs. Butler, mgr. Vulcan Opera House, Vulcan, Alta., Canada.

**WANTED**—By a good, reliable woman, a position to clean theatre, in the morning. Apply Box A, The Digest.

**FOR SALE**—A circuit of three theatres in three small towns, population 1,000 in each. Each theatre is equipped with Powers 6A machines and accessories including piano etc. Two changes of film per week; excellent railroad facilities; have been in operation five years; a paying proposition. We sell at ridiculously low price; list reasons for selling. Write E. H. Jones, Princess Theatre, West Lorne, Ontario. 3t

**FOR SALE**—\$8.00 buys set of Hawkins' Electrical Guide; eleven books in all. Apply to Arthur E. P. King, 13 Irwin Ave., Toronto. Phone North 6691.

**WANTED**—Good moving picture violinist. Let me know your price. Have a 350-seat house. Apply James A. Tucker, Princess Theatre, Orillia, Ont.

**AT LIBERTY**—Good operator; am also capable of handling a theatre; can furnish first-class references. What can you offer? Apply Fred Kane, Drummond St., Perth, Ont.

**WANTED** — Cellist and clarinetist; evenings only; good opportunity for men otherwise employed in daytime; permanent positions. Apply immediately, stating terms, to Prof. Verney, Casino Theatre, Sherbrooke, Que.

### For Sale at a Bargain

One Wurlitzer organ for moving picture theatre; style "U" theatre orchestra; one year in use. In splendid condition with large motor. Cost \$3,300. will lease at a price for cash or cash and monthly payments, write or come and inspect.

Henry McNeil, New Glasgow N.S.

### ADVERTISING CURES.

Advertising is a cure for many evils. It is the greatest tonic in the world for hun-down houses, and it will put new pep in those houses that need to get out of the rut and accomplish more. The manager of the successful theatre already knows that it is a NECESSITY.

### WELLS AT THE ALLEN THEATRE.

Sam Wells, formerly with the Crown Theatre in Toronto, succeeds Charles A. Dentelbeck at the Allen Theatre, Mr. Dentelbeck having left to go to the Strand Theatre. Mr. Wells is a very clever projectionist and is very active in the affairs of the Moving Picture Operators' Union No. 173, holding the office of vice-president.



### STANDING ROOM ONLY.

Seems to be the Lot of the Theatres Showing the Pathe Serial, "The House of Hate."

Every place visited by the correspondent, such as the Strand, Crystal Palace, King Edward, Lord Nelson, Domino, Alexandra and Moulin Rouge, has the S. R. O. sign on.

"The Ouimetoscope," situated only a few blocks from the Moulin Rouge, knew of the drawing power of the "House of Hate," as he had signed to show same immediately after. Although the Moulin Rouge had packed houses, the "Ouimetoscope" also increased its receipts.

Called the Montreal office of the Specialty Film Import, Limited, and found out that they had secured nine weeks' straight bookings on this serial. It speaks highly on the way it was handled by the sales force.

### WALLACE REID, SPORTSMAN.

Wallace Reid likes to go duck shooting. We go as far as anybody in our faith and admiration, but that yarn of his about bagging the limit and "then that somebody stole all of 'em" sounds awfully like a fish story.

### THE RUINS OF BABYLON.

Constance Talmadge is haunted—by the skeleton she has lately discovered in California. The ruins of Babylon the set in which she worked as the Mountain Girl in "Intolerance" a year and a half ago, is still standing.

Charley Ray has some cousins who are continually sending him presents along with their hintful hopes of getting into pictures. Charlie says he at least understands the meaning of "diplomatic relations."

Are you doing your level best to make your theatre a success? Like everything else in this life, it's the little things that count. Attention to details, that on the first thought, you consider trifling, help to make your business a success. Lack of attention to the little things have spelled ruin for more than one exhibitor.

The Artistic development of the scenic field of motion pictures is made apparent by the request of the United States government that the motion picture men assist the army in camouflage work and the appointment of Cecil B. DeMille, the noted producer of the Famous Players-Lasky Corporation, as a member of the staff of the U. S. Engineers' office to aid in recruiting technical experts and scenic artists for this important work in France.

Monroe Salisbury, under the direction of Elmer Clifton, whose Rawlinson productions have brought him fame, is to be starred with Ruth Clifford in "Silent Smith," a mighty drama of the great out-of-doors. Clifton has assembled a well-balanced cast headed by Betty Schade, Alfred Allen and Sam De Grasse to support the Salisbury-Clifford stellar combination. This week the company left for Truckee, where extensive "snow stuff" is being shot.

"The Hell Hound of the Cactus" is the working title of Harry Carey's latest story. Director Jack Ford is making preparations to turn this into a knock-'em-dead-drag-'em-out western photoplay that should be a sure-fire box office bell ringer, if all the punchlines of the story are transplanted to the screen.

Harry Harvey is now directing "The Lion's Claw," the Marie Walcamp serial, of which Jacques Jaccard was originally in charge. The latter, instead of directing trained actors, is now directing awkward squads at Camp Kearney, having joined the well-known Grizzlies, and associated himself with those popular authors, Peter B. Kyne, well known to Bluebird fans, and Stuart Edward White, romancer of the north.



# Releases in Toronto and Montreal

## Toronto Releases for Week Ending April 20th

### FAMOUS—

"La Tosca," Pauline Frederick, 5 reels.  
 "Whispering Chorus," Cecil DeMille Production, 7 reels.  
 "Naughty, Naughty," Enid Bennett, 5 reels.  
 "Those Athletic Girls," Mack Sennett Comedy, 2 reels.

### FOX—

"Jack Spurlock—Prodigal," George Walsh, 6 reels.  
 "A Self-made Lady," Sunshine Comedy, 2 reels.

### GENERAL—

Judge Brown Stories, "The Rebellion," 2 reels.  
 "His New Job," Charlie Chaplin, 2 reels.  
 "The Trimmed Lamp," O. Henry Series, 2 reels.  
 "How It Happened," Pokes and Jabs Comedy, 1 reel.  
 "Check Your Hat," Essanay Comedy, 1 reel.  
 "The Daughter of Uncle Sam," Serial, 1st episode, 1 reel.

### INDEPENDENT—

"The Love of a Russian," with Madame Petrova, 5 reels.

### METRO—

"Under Suspicion," Bushnell and Bayne, 5 reels.  
 "Her Economic Independence," Drew Comedy, 1 reel.

### MUTUAL—

"Who Loved Him Best?" Edna Goodrich, 5 reels.  
 "Miss Cinderella," Strand Comedy, 1 reel.  
 Screen Telegram, No. 11.  
 "The Lost Express," Serial.  
 "Jimmy Dale" Series.

### REGAL—

"The Strong Way," June Elvidge, World Production, 5 reels.  
 "The Danger Game," Goldwyn Production, 4 reels.  
 Mutt and Jeff Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

"Mrs. Slacker," Gladys Huette, 5 reels.  
 "Eccanadour and the Valley of Lot," Split Scenic; "The Horse in Action," Colored.  
 "On the Jump," Harold Lloyd Comedy, 1 reel.  
 "The Hidden Hand," Serial.  
 "The House of Hate," Serial, 1st episode.  
 "The Price of Folly,"  
 "Great History of the War," 1 reel.  
 Pathe British Gazette.  
 British War Office Weekly.  
 Pathe News.

### UNIVERSAL—

"The Shifty Shoplifter," Nestor Comedy, 1 reel.  
 "Saved From a Vamp," L-KO Comedy, 2 reels.  
 Universal Animated Weekly, No. 20.  
 Universal Screen Magazine, No. 67.  
 Universal Current Events, No. 49.  
 "The Bull's Eye," Serial, 4th episode, 2 reels.  
 "The Lion's Claw," Serial, 3rd episode, 2 reels.  
 Finley Nature Studios, No. 14, "Wild Animals at Yellow stone," and "Atop the Alps," Scenic, split reel.  
 "A Rich Man's Darling," Bluebird Production, Louise Lovely, 5 reels.  
 "The Tail of a Cat," Lyons-Moran Star Comedy, 1 reel.

## Montreal Releases for Week Ending April 13th.

### FAMOUS PLAYERS—

"La Tosca," Pauline Frederick, 5 reels.  
 "The Cheat," Fanny Ward, 5 reels.  
 "Sheriff Nell's Tussle," Mack Sennett Comedy, 2 reels.

### FOX FILM CORPORATION—

"Debt of Honor," Peggy Hyland (Fox Special), 5 reels.  
 "Treasure Island" (Standard), Virginia Lee Corbin and F. Carpenter, 6 reels.

### GENERAL—

"The Batskeller and the Rose," O. Henry Story, 2 reels.  
 "Marrying Off Dad," Judge Brown Story.  
 "His New Job," Essanay Chaplin re-issue, 2 reels.  
 Essanay Comedy, "Fakeville Sleuths,"  
 Pokes and Jabs Comedy, "He's In Again,"  
 "A Daughter of Uncle Sam," Serial, episode No. 3.

### INDEPENDENT FILM SUPPLY—

"A Modern Lorelei," Tyrone Power, 6 reels.

### METRO—

"The Claim," Edith Storey, 5 reels.  
 "Rubbing It In," Mr. and Mrs. S. Drew Comedy.

### MUTUAL—

"Ann's Finish," Margarita Fisher, 5 reels.  
 "Up She Goes," Strand Comedy.  
 Screen Telegram.  
 "Jimmie Dale," episode No. 10.  
 "Lost Express," Chapter 13.

### REGAL (World, Globe, Triangle, Paralta, Goldwyn)—

"The Danger Game," Madge Kennedy (Goldwyn), 7 reels.  
 "Gates of Galdness," Madge Evans (World), 5 reels.  
 Serial Keystone Comedy.  
 Mutt and Jeff Comedy, "Poor Baby,"  
 "Mother," Elizabeth Risdon (Special), 7 reels.

### SPECIALTY FILM IMPORT—

"The Great Adventure," Bessie Love, 5 reels.  
 "House of Hate," Pearl White Serial.  
 "On the Jump," 1 reel Luke Comedy.  
 "Sweden—Picturesque France," split reel, Scenic.  
 Pathe British Gazette.  
 Pathe News.  
 Pathe News.  
 Great History of the War.  
 British War Office Official News Film.

### UNIVERSAL—

"The Red, Red Heart," Monroe Salisbury and Ruth Clifford, 5 reels.  
 "The Risky Road," Dorothy Phillips, 5 reels.  
 "Hickory Hiram," Nestor Comedy.  
 "A Pizskin Hero," Eddie Lyons and Lee Moran Comedy.  
 "The Bull's Eye," episode No. 10, "Coyotes of the Desert,"  
 "The Lion's Claw," episode No. 2, "Beats of the jungle,"  
 Animated Weekly.  
 Screen Magazine.  
 Current Events.  
 Finley Nature Studios, "Sea Birds and Animals" and "The Land of Long Ago."

### V. L. S. E.—

"The Wooing of Princess Pat," Gladys Brockwell, 5 reels.  
 "Stripes and Stumbles," Big V Comedy.  
 "The Sacrifice of Kathleen," 1 reel Comedy.  
 "Heart for a Heart," 2 reel re-issue.  
 "Caught in the Web," episode No. 1 of "The Woman in the Web."

## THE DIGEST

"The Canadian Exhibitors' Bible"

# YOU NEED "WID'S"

## WID'S

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

## WID'S

Reaches the managers of over 5000 of the better class Theatres in the U.S.A. who tell us they cannot get along without WID'S. It will pay you to fill in coupon and mail it NOW.  
 A sample copy Free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.  
 Times Building, New York City

Please send me WID'S—1 Year at \$10.00  
 6 months at \$5.00, or 4 weeks at \$1.00

Name .....

Theatre.....

Address .....

Specimen copy—FREE—Just ask!



# Regal Service Satisfies

---

---

It is indeed a source of great satisfaction to us to be able to offer to Canadian Exhibitors such a wonderful array of Business-Compelling Screen Attractions.

Goldwyn Pictures  
Paralta Plays  
World Pictures  
Triangle Pictures  
Keystone Comedies  
Mutt and Jeff Cartoons

At a price you can afford to pay  
Inquire at the nearest branch of

---

## REGAL FILMS Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# BOOK THESE NOW!

AND INCREASE YOUR BOX-OFFICE RECEIPTS

1

## STANDARD PICTURES

26 A Year — 2 A Month

These Productions are all in 7, 8 and 10 Reels including such Box-Office Magnets as

"DAUGHTER OF THE GODS"

"THE SPY"

"THE HONOR SYSTEM"

"THE CONQUEROR"

"JACK AND THE BEANSTALK", Etc.

Enquire at your nearest **FOX EXCHANGE** regarding the Special **BLANKET CONTRACT** proposition on these **STANDARD PICTURES**.

2

## SUNSHINE COMEDIES

2 Reels Each

A Laugh in every inch

3

## FOX FILM COMEDIES

2 Reels Each

26 of 'em Now Ready For Booking

4

## MUTT & JEFF CARTOONS

One-A-Week

Greatest Comedy Cartoons on the Market

5

## FOX SPECIAL FEATURES

One Five or Six Reeler Per Week

With Stars of Undoubted Drawing Power

Procrastination is the Thief of Time---BOOK NOW!

# FOX FILM CORPORATION, Limited

MONTREAL TORONTO ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



THE  
PUBL  
THE  
DAILY

PRICE  
**5**  
CENTS

April  
27th

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

---

## FORGING AHEAD!

Week by Week the Canadian Moving Picture Digest continues to grow in usefulness and power to the film trade.

The Canadian Film Trade has been quick to note and appreciate its development of strength and prestige.

We are making the Digest a valuable medium for all of our advertisers.

---

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
Canadian Moving Picture Digest  
PUBLISHING COMPANY

MONTREAL  
Room 2, Imperial  
Theatre Bldg.



# Your Choice of These Box-Office Builders **UNIVERSAL**

---

## **RED ACE---**

Canadian Story of German Spy System in Canada. Special appeal to every Canadian.

**Marie Walcamp**

## **MYSTERY SHIP---**

Mystery Story of Land and Sea. Proven Money Getter.

**Ben Wilson  
Neva Gerber  
Kingsley Benedict**

## **BULL'S EYE---**

18 reels of pep such as only Eddie Polo can turn out means 18 weeks of increased box-office receipts.

**Eddie Polo**

## **LION'S CLAW---**

Thrills galore taken in jungles filled with wild animals Marie Walcamp's fearlessness appears almost inhuman.

**Marie Walcamp**

---

**BE PREPARED** and watch for  
Sir Robert S. S. Baden Powell's English Production

**"Boy Scouts to the Rescue"**

Released By

**CANADIAN UNIVERSAL FILM CO., Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

## HARRY CAREY PRODUCTION

"THE SCARLET DROP" is a companion piece in wonderful character acting to Harry Carey's "PHANTOM RIDERS" and "STRAIGHT SHOOTING," which were received with unbounded enthusiasm by hundreds of shrewd Exhibitors. No competition can outdraw this feature. Released April 22nd.

## MAE MURRAY PRODUCTION

—"THE BRIDE'S AWAKENING," released on May 20th, promises a sensational treat for millions and big results for Exhibitors. Its title is exceptionally strong, and the production backs up the title to the letter. Play this one for more than one day.

## MARY MACLAREN PRODUCTION

—(Title and release date to be announced later) will be a great "come back" with this splendid star to Universal Productions. Thousands remember Mary MacLaren in Lois Weber's great sensation, "SHOES." Watch for this new one in June.

## HERBERT RAWLINSON PRODUCTION

—"SMASHING THROUGH" promises as big returns to Exhibitors as that sensational financial success—"COME THROUGH"—in which Rawlinson took the country by storm. It is a big feature to be booked for longer than one day for the big money. Release date to be announced later.

## PRISCILLA DEAN PRODUCTION

—"THE TWO-SOUL WOMAN" is a feature extraordinary. One that will be worth more to you in results than any price your Exchange may ask of you. Pay whatever they ask. Boost this to the very limit. It will play capacity, especially on repeat performances. Released May 6th.

**Your Nearest UNIVERSAL EXCHANGE will give  
you full details in regard to these**

# **SPECIAL PRODUCTIONS**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

## **EXHIBITORS of CANADA**

A responsible trade paper is a most essential asset in conducting your business.

The **MOVING PICTURE WORLD**, read weekly by every progressive exhibitor in the United States, should be mailed to you, too, every week.

The **MOVING PICTURE WORLD**, is the oldest trade paper in the film business. It was born with the industry, and has grown with it. It is an independent publication, absolutely fearless, yet honest in its policy.

The **MOVING PICTURE WORLD**, enjoys the absolute confidence of every one of its thousands of weekly readers.

We will gladly mail you a sample copy free, if you are not ready to mail the coupon attached.

**CUT OUT AND MAIL**

DATE

**MOVING PICTURE WORLD**

**516 Fifth Avenue  
NEW YORK**

Send me **MOVING PICTURE WORLD** for One Year \$3.50, 6 Months \$1.75.

Theatre

Name

Address

Be sure to mention "**MOVING PICTURE DIGEST**" when writing to advertisers



Will Lease or Buy  
Motion Picture  
Theatre  
Either in Ontario  
or Quebec.  
Must be well equipped  
and well located.  
Send particulars to  
X.Y.Z. in care of  
Canadian Moving  
Picture Digest,  
326 Spadina Ave.  
Toronto, Ont.

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 4

SATURDAY, APRIL 27th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**MERRICK R. NUTTING**  
Advertising Manager  
**HARRY J. MANHEIM**  
Business Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Blouery Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Publicity! What Crimes are Committed in Thy Name!

**Y**ES, indeed, it's a queer world—at least, the people who live in it are queer. Some people, especially film folk, are born to publicity, some have publicity thrust upon them, and some attain publicity. Deliver us, however, from the fellow who wants to "attain publicity." We were talking last week with a film man, a gentleman who is daily doing big things in the business, a man who moves and accomplishes much without any fluster or brass-band accompaniment. Yet he is always in the background. His name very seldom appears in print. In fact he will go out of his way to see that he receives no personal publicity. He does not court it—and doesn't want it. His time is wholly occupied with other things. He wants publicity—yes, but of the right kind. He wants publicity for his business, but not for himself. There's a vast difference between the two.

On the other hand there's the chap who wastes time and brain energy trying to "jimmy" himself and his activities into the trade papers at every opportunity. He's the busy little "I AM" of the film business. If he happens to stub his toe on the sidewalk or get a manicure, he wants the fact mentioned in print. He will even help the editor out by giving said editor one of his latest photographs from which to make a cut. He's sure persistent—but rarely consistent. You'll meet this individual in all branches of the business—from the film salesman to the owner of a chain of theatres.

It's indeed refreshing to meet up with a man who is not a seeker after personal publicity. We all own up to a weakness, more or less, for seeing our names in cold type, but with a great many it's more than a weakness—it's positively a disease.

### ENTRE NOUS!

The recent love escapade between two of the most popular and prominent screen artists is a bit of news that will be heard by the general public with regret and a tinge of disappointment. Both the man and the woman in the case have been set on an extremely high pedestal by moving picture patrons everywhere, and the unpleasant publicity that they have been receiving in the daily press recently through their amours will undoubtedly hurt them in their screen work. When "popular idols" fall, they have the disturbing habit of falling with a crash. In this particular case the parties involved have hitherto occupied an unique and enviable position in the hearts of the general film public. The popularity of the pair will suffer to a more or less degree with movie patrons, and this is indeed to be regretted, as their work before the camera has placed them in the front ranks.

# Latest Canadian Combination; General Film Absorbs K.E.S.E.

**Distribution of Pictures of Geo. Kleine System will be taken over at once by General**

The General Film Co. (Canada), Limited, has arranged to take over the distribution of the George Kleine System, K.E.S.E., handling this company's pictures from the General Film offices in both Toronto and Montreal.

The new combination will be directed and managed by Mr. T. S. Cooper, who will act in the capacity of general manager for both concerns.

Following the policy which has proved successful in the United States for the General Film Company, the combination of these two companies and offices will lead to a much better and lessened operating expense, as well as a more concentrated service to Canadian exhibitors.

The growth of the General Film Co. (Canada), Limited, within the past few months, has been very encouraging, and the number of Canadian exhibitors now on General Film service is constantly growing. The new outline of policy and treatment seems to have met with favor everywhere.

The Canadian trade should understand that the George Kleine System is not going out of existence. The K. E. S. E. in Canada still remains intact, and is merely taking this new method of distribution because of sound business policies and reasons. The entire Kleine staff has been taken over by the new combination.

It is probable that the General Film Company in Montreal will move its quarters to those formerly occupied by the Kleine System. In Toronto the movement will be just the reverse, as the K. E. S. E. offices will be moved to those of the General Film. The new arrangement will prove highly satisfactory to Canadian exhibitors.

## Another Picture House For Them

**This Time the Grand in Kitchener Passes into Control of the Allens**

Still another Ontario theatre has been added to the rapidly growing list of moving picture theatres controlled by the Allen interests. This time it is the Grand Theatre in Kitchener, Ontario, that passes into the control of this company. It was only a few weeks ago that the Temple Theatre in Hamilton, and the Majestic Theatre in London, were taken over, while the Beaver Theatre the big West Toronto house, also was gathered into the fold recently. The addition of these houses to the already large string of moving picture houses controlled by these people, places them in an exceptionally formidable position in the Canadian film trade.

## NEWSPAPER SYNDICATION.

**Splendid Publicity in Canada for "The Eagle's Eye."**

A publicity campaign which includes at the present time a full page or reading matter and pictures weekly in sixty-seven newspapers having an aggregate circulation of nearly four million, in connection with "The Eagle's Eye," the twenty episode serial story of the Imperial German government's spies and plots in America, by William J. Flynn, the recently retired chief of the United States Secret Service, has been announced by the Whartons, producers of the picture. Arrangements whereby the number of newspapers engaged in the campaign will be almost doubled are pending, but announcement of them will not be made until the negotiations are completed.

The campaign will consist of the publication of a novelization of the picture, under conditions which have been arranged to be of the greatest aid to exhibitors who have booked the picture. The newspapers which have engaged the service bind themselves to publish five thousand words each week, each publication dealing only with one episode of the picture. The contracts also require the newspapers to print the novelization for twenty consecutive weeks in the order in which the episodes are released.

Among the newspapers in Canada which have already signed contracts are: Montreal Standard, Winnipeg Free Press, Hamilton Spectator, Calgary News-Telegram, and Quebec Telegraph.

"In arranging this campaign of publicity," says the announcement issued by the Whartons, "the one slogan which guided all negotiations was the greatest good for the greatest number of exhibitors. There were several reasons for this, but the paramount one was the desire of Chief Flynn as expressed when he chose motion pictures as the medium by which his story was to be carried to the American public. It was his firm belief that the greatest number of people can be reached through the showing of the picture in theatres throughout the country.

The contract with each newspaper is the same. The newspaper agrees to publish a novelization of five thousand words on each episode, each week, for twenty consecutive weeks. The instalments of the novelization are to be run in the order in which the episode upon which it is based is released to the exhibitor. All instalments will be run under the general caption of "The Eagle's Eye," and each instalment will be published under the sub-title under which the episode is issued.

One cent a word tells your message to the Canadian film trade from coast to coast. Use Classified Advertisements in The Digest.

## Daylight Saving Hurts Box-Office

**Exhibitors Not Enthusiastic over it—Regent Changes its Program Time**

The first week of the Daylight Saving Bill finds the Toronto exhibitors, as well as showmen in outside points, anxiously awaiting to see just what effect the change in time will have on their box offices. The new law has now been in operation for a week, and it has cut down attendances to quite an extent. It is hoped, however, that matters will adjust themselves, and as soon as the people themselves become used to the change, that business will revive.

The Regent Theatre, Toronto's big house de luxe, has evidently not found the Daylight Saving Bill to their liking. The following notice was published in the Toronto papers last Sunday:—

"In answer to many requests that have been made to the Regent Theatre management, the decision was reached during the past week that in conducting the theatre the time should be advanced, so that instead of opening at 12 by the new time, the theatre will open at one o'clock, or the same time of Sunday as before the clocks were advanced. The result is that the evening performances will not be started until dark, when activities in the garden have ceased. There is, therefore, every encouragement given to help increase production by using the extra hour of daylight in the backyard garden, and offering no 'counter attraction' in the interval. The performances, therefore, commence at one, three, five-thirty, seven-thirty, and nine-thirty (new time)."

It can be seen that The Regent is going to combat the effects of the time change, by changing the time of their performances. Doubtless other Toronto and Ontario exhibitors will watch the results for future guidance.

## ACTIVITY AT TRENTON.

**"Full Steam Ahead!" at Pan-American Film Studio.**

The studio at the Pan-American Film Company, Limited, at Trenton, Ontario, is the scene of great activity these days. Edward J. Murray, director of publicity, has moved his staff from Toronto to Trenton, and is hard at work getting things in shape, and the company will "go over the top" in splendid fashion if present plans carry. The company are now practically ready with "Modern Eden," a fast-moving comedy said to abound in pep, cheer, and laughter. The stars are David B. Gally and Marie Lambert. The next comedy release will be "Fifty Thousand or Bust," and in future one every two weeks will be released. It begins to look as if Trenton, Ont., is destined to be the "Hollywood, Cal.," of Canada.



# TORONTO AND ONTARIO TOPICS

## GARNER HEARD FROM.

**Former K. E. S. E. Toronto Manager  
Selling Paramount-Artcraft in  
Ohio.**

Mr. Charles A. Garner, who made many Canadian friends while acting as manager of the George Kleine office in Toronto, is now special Ohio representative for Paramount and Artercraft, working between Cleveland, Columbus and Cincinnati.

Since leaving Canada Mr. Garner made several trips to New York and Chicago, but is now making his permanent headquarters in Cleveland. Mr. Garner wishes to convey, through The Digest, his warmest personal regards to his Canadian friends.

## THANKS, RICHARDSON.

The editor of The Digest has received a letter from Mr. F. H. Richardson, the famous projectionist, dated from the New Burdick Hotel, Kalamazoo, Mich., in which he thanks The Digest for "the generous way in which you reviewed my visit to Toronto." It will be recalled that Mr. Richardson addressed the Toronto projectionists some short time ago. The Digest hopes to have the opportunity at an early date of again "reviewing" his visit to Toronto.

## CHARLES WINS IN CONTEST.

Mr. George H. Charles, of Toronto, the artist, whose lobby, banner, and theatrical designing and painting has placed him in the front rank in this country, walked away with \$100 prize for the best design for a certificate to be given to the Toronto "originals" returned from the war. The prize was offered by the city of Toronto, and Mr. Charles designed a striking drawing for the proposed certificate.

## WHAT MEANS THIS.

Think of an exhibitor giving an exchange manager a box of cigars! Yet that is what L. Petrino, of the Grand Theatre, Byng Inlet, did for John Colleton, Toronto branch manager of the Specialty Film Import, Limited. They were the "Bachelor" brand, and one would naturally arrive at the conclusion that they would certainly fit into the scheme of things, as far as John is concerned, but the Pathe manager declares there's nothing like Bull Durham or the "makin's." However, Mr. Petrino's gift was certainly appreciated.

## HE'S ASSISTANT MANAGER.

Al. J. Miville, formerly with the Triangle office in Milwaukee, Wis., and also of the Famous Players office in Chicago, is now at the Allen Theatre, the capacity of assistant manager.

## DINEEN AT IDLE HOUR.

Several former projection machine operators have become full-fledged theatre managers in Toronto during the past few weeks. William Dineen, vice-president of Moving Picture Operators' Local No. 173, Toronto, has secured the Idle Hour Theatre, Queen and Parliament Streets. Dineen has also been on the staff of the Strand Theatre, Toronto, for a number of years and was at one time in charge of a special summer theatre at Angus, Ontario, which helped to entertain the Borden Cantonment. Dineen is also well known because of his decorative ability, a number of Toronto houses having been transformed under his direction.

## BACK FROM NEW YORK.

Mr. A. S. Aranson, secretary of Regal Film, Limited, returned last week from a short stay in New York. He stated that there is a distinct feeling of optimism throughout all branches of the trade.

## VISITS UNIVERSAL CITY.

J. A. Morrison, manager of the Star Theatre, of Meaford, Ontario, visited Universal City recently. Mr. Morrison is also part owner of the Eugene Theatre, located in Eugene, Oregon. He was very enthusiastic in watching the pictures being filmed, this being his first visit to a motion picture studio. The Canadians, he stated, are much interested in films depicting the life in Southern California, and it is his belief that the motion picture industry does more than anything else to advertise the beauties of Southern California.

## DID GOOD BUSINESS.

"The Eyes of the World" played to big business at the Grand Opera House, Hamilton, a few weeks ago, and as a consequence Mr. Charles H. Haystead's smile is more expansive than usual. Arrangements have been completed between the Arrow Features Syndicate and Mr. A. J. Small for the playing of the picture at the Grand Opera House, Toronto, for a run commencing Monday, May 13th.

## SPECIAL KIDS' PERFORMANCE.

The special children's performances given Saturday morning, April 20th, in the Allen Theatre, Toronto, when "The Bluebird" was shown to nearly 3,000 kiddies, was certainly a big success. Two performances were given: 9 and 11 o'clock. The Toronto Daily Star co-operated on a percentage basis, and did much to "put over" the performances by strong publicity and advertising. This is the second children's Saturday morning within a very few weeks at this theatre. The last one was with Marguerite Clark in "Seven Swans."

## PROGRESSIVE MANAGER.

Mr. E. C. McArthur, manager of the Griffen Theatre, Chatham, Ont., is a progressive type of manager, and is always pulling good schemes to draw Chathamites to his box office. A short time ago he had an unusually attractive exterior display for Billie Burke in "Eve's Daughter," and Mable Normand in "Dodging a Million."

## FORGING AHEAD.

Superfeatures, Limited, report splendid business throughout Canada on their big specials. This company has certainly used splendid judgment in selecting "box office pullers."

## "20,000 LEAGUES" AT RIALTO.

The big undersea spectacle, Jules Verne's "20,000 Leagues Under the Sea," played at the Rialto Theatre, Toronto, all this week, to wonderful business. This is the first time that this big feature film has been shown in this part of Canada at popular prices. A few months ago it had a run at Massey Hall, Canada's biggest auditorium, and smashed all records at this place, with but one exception.

## Film Offerings in Toronto This Week

### ALLEN.

"The Blue Bird" all week.

### DORIC.

Monday and Tuesday—Alice Brady in "Woman and Wife."

Wednesday and Thursday—"Parentage."

Friday and Saturday—Mary Pickford in "Stella Maris."

### MADISON.

Monday, Tuesday and Wednesday—Mildred Harris in "The Price of a Good Time."

Thursday, Friday and Saturday—Ethel Clayton in "The Dormant Power."

### PARK.

Monday, Tuesday and Wednesday—Mary Pickford in "Amarilly of Clothesline Alley."

Thursday, Friday and Saturday—Marguerite Clark in "The Seven Swans."

### RIALTO.

Jules Verne's classic, "20,000 Leagues Under the Sea."

### REGENT.

Mae Marsh, in "The Face in The Dark."

### STRAND.

Monday, Tuesday and Wednesday—Irene Castle in "Vengeance is Mine." Thursday, Friday and Saturday, Tyrone Power, in "A Modern Lorelei."



'Tis reported that Charlie Chaplin may have to don the uniform. Peck's idea of Charlie "before and after" taking treatment.

#### INAUGURATE NEW POLICIES.

Two houses in Hamilton—the Red Mill, owned by "Davy" Stewart, and the Princess, managed by George Swanwick—which have for a number of years played short program stuff, are now launching into five-reel features. This change has been found necessary owing to the great shortage of two-reelers on the market at present. Mr. Swanwick has just returned from New York where he made arrangements to show Vitagraph features. Mr. Stewart of the Red Mill was in Toronto this week also making arrangements for the changeover in his program. He has booked a number of Bluebirds from Canadian Universal. Mr. Stewart will start immediately on his new policy, while the Princess Theatre will not inaugurate the change until July 1st.

#### B. HARRIS AT THE HELM.

Business at the Garden Theatre, College Street, Toronto, which was lately acquired by Regal Films, Limited, is growing at a splendid rate, and Mr. B. Harris, who has been connected with Regal for some time, has been appointed to the capacity of manager. Mr. Harris has some splendid showmanship ideas, and already has placed a few of them into effect with splendid results to the box office. The Garden is one of the best neighborhood houses in the city.

#### MOVING HEAD OFFICE.

The head offices of Superfeatures, Limited, 59 Victoria Street, Toronto, has been moved from the first floor to the fourth floor of the building. The Toronto branch will still be maintained on the ground floor of 59 Victoria Street. This will tend to make for higher efficiency in the Superfeatures, Ltd., organization in Canada. The new head offices are a handsome suite of rooms, and doubtless Mr. Charles Stevens will soon be acclimated to his new quarters.

**Everything  
The Motion Picture  
Theatre Requires**  
**J. T. MALONE - MONTREAL**

#### SPLENDID THEATRE.

##### New Hamilton House Opens to Splendid Business.

The Regent Theatre, the latest addition to the moving picture houses of Hamilton, Ont., was opened to the public for the first time on Monday, April 22nd. The house, which seats about 700, is brand new, and in spick and span condition. It was erected and is owned by McKay Bros., well-known contractors, of Hamilton.

The house is situated in the southwest part of the city, in a purely residential district, and some doubt was felt among other exhibitors that it would not be a success on account of its location. However, the opening went off with a bang, and the business has struck a wonderful gait, with every prospect of keeping it up. The theatre has a fine three-piece orchestra, and is playing to 10 and 15 cents admission. The theatre, so far, is using Paramount-Artercraft service.

#### NEW PETERBORO THEATRE.

Snider Bros., a well-known jewelry firm in Peterboro, Ont., who have lately operated the Strand Theatre, a 200-seat house, with splendid success, are branching out in the exhibitors' end of the business in this live Canadian city, and plans are out for a new house to seat 600. The specifications will soon be let to the contractors, and work rushed on the new house. The Strand, the smaller house, will be permanently closed when the new house is completed.

Do you want to buy anything? Have you anything to sell? Don't overlook the classified department of The Digest. It gets results.

#### NEW THEATRE AT PT. BURWELL.

A new theatre will open shortly at Pt. Burwell, Ont. It will be operated by Mr. L. A. Crawford.

Orono, Ontario, a small town near Oshawa, will also have a new picture house.

#### "THE DIGEST HERE TO STAY."

Mr. Walter H. Musson, of the Star Theatre, Hespeler, Ont., encloses a "One Dollar William" for a year's subscription to The Digest, and adds: "I certainly enjoy reading your bright and breezy paper each week, but I suppose, like a good many more, I kept putting over sending you my dollar. However, here it is—better late than never. I realize that The Digest is now here to stay."

#### UNDER THE HAMMER.

The Royal Theatre, in Hamilton, Ont., was sold at auction this week. This house, which is well located in Hamilton, has always had a checkered career, and has changed hands repeatedly. The premises will be used for other business purposes.

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

**MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173**

Toronto,

Canada



King Baggoit, to judge from this Scene from "The Eagle's Eye" is hot on the trail of a clue.

**Kiddies Are Great Lovers of the Films  
and Enjoy Them Immensely.**

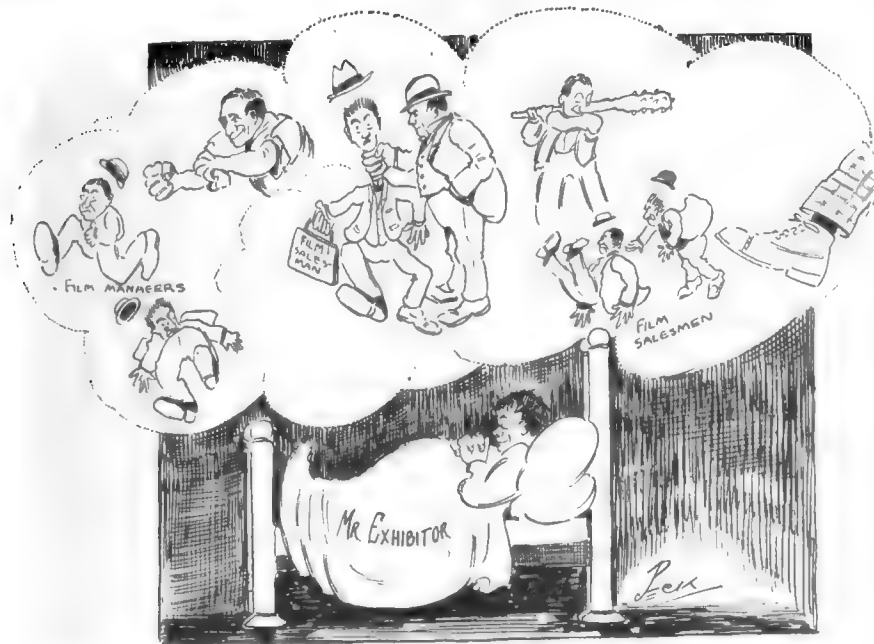
The motion picture, however, is not used as it might be for the pleasure and instruction of youth. Robinson Crusoe and Treasure Island, Alice in Wonderland, the Arabian Nights, the Greek myths, the fairy stories and nursery tales make splendid material, which is too little used.—Toronto Star Weekly.

With worlds of luck to you,  
I remain, most sincerely,  
FRANK E. MONTGOMERY,  
General Manager.

"Lest We Forget," with Rita Jolivet, which played a few weeks ago at the Regent Theatre, smashed all box office records for this house, with but one exception. "The Battle of the Somme," a few years ago ran it a little better.

Mike Wilkes of Toronto also wanted to catch him and send him "Twenty Thousand Leagues Under the Sea." He certainly stood condemned in "The Eyes of the World."

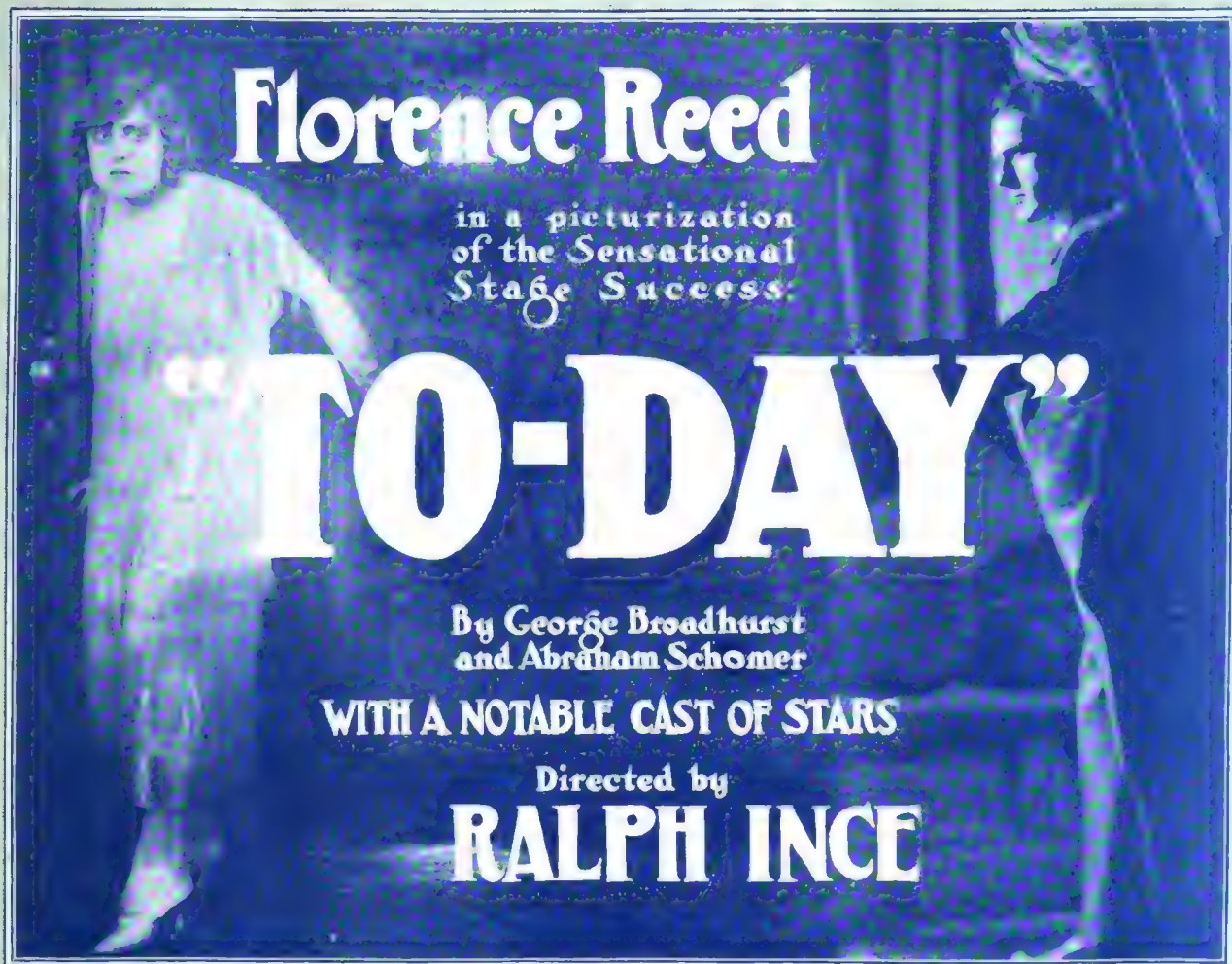
The best way to get in touch with musicians, exhibitors' help of all kinds, second-hand equipment, is to place a small classified advertisement in The Digest. The action is quick and effective.



## "A BEAUTIFUL DREAM"

**The Midnight Vision of an Exhibitor After Reading John Green's Article in Last Week's Issue.**





Have you reserve dates for this  
big State Right Production?

Without a doubt the best subject  
placed on the market this year.

Be sure of making money by  
showing TO-DAY

**Specialty Film Import Limited**

St. John, Montreal  
Toronto, Winnipeg  
Calgary, Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# OVER THE TOP AT LAST

A High-Class Comedy---Made in Canada

---

Title:

## “Modern Eden”

A Two-Reel Comedy in One---Full of Pep---Good Cheer

The Big Laugh---A Scream from Start to Finish

David B. Gally and Marie Lambert

Puts it Over

---

## Next Comedy Release

Title:

## “Fifty Thousand or Bust”

One Every Two Weeks

**Pan-American Film Company, Limited**

Studio:

TRENTON,

-

-

ONTARIO

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

# MONTREAL AND QUEBEC NOTES

**Sherbrooke.**—Developments in connection with Sunday closing have advanced a stage since last advices. B. L. Vallee, of the Princess Theatre, is now alone in the field against the fanatics who are trying to diminish the liberties of Sherbrooke citizens. He obtained the signatures of 3,500 citizens protesting against Sunday closing, but this was not forwarded to Quebec in time to forestall the action of the Alliance. Nevertheless, so striking an expression of opinion from so large a proportion of the citizens of a city having little more than 20,000 inhabitants is unlikely to have no effect. The immediate result was a noticeable slackening off of the efforts of the Alliance, who are not the kind of people to come out into the open to work their malicious designs, unless they are certain of little or no opposition. They much prefer to operate behind a poison gas screen of threats and innuendo, but when faced by the certainty of aggressive measures slink to their burrows underground. This is the first real fight in Quebec that Messrs. Uriah Heep and Company and the Rev. Mr. Chadband are finding themselves up against.

**Montreal.**—The Orpheum has put up the shutters. A notice is up on the old home of vaudeville in this city to the effect that "this house can be rented for amateur performances." It is the first time the Orpheum has been permanently dark for a number of years, and the result is to literally cast a gloom on St. Catherine Street. There are all sorts of rumors about the eventual destiny of the house, one of which is that it will be torn down and a big departmental store built on its site. In any case, there seems to be small prospect at present of any stock or other company renting the house in the near future.

George F. Perkins, manager of the Independent Film Company, who is visiting the St. John (N.B.) office of the company all last week, states that the paragraph in the issue of April 13th to the effect that his company was negotiating for the sale of his business is incorrect. So far from this being the case, the company has recently acquired some high-class features, which are at the disposal of exhibitors. They are: "The Public Defender," 7 reels, with Frank Keenan, Robert Edison, and Alma Hanlon; "The Master Crook," 7 reels, with Edmund Ereeze; "The Other Girl," 5 reels, with James J. Corbett, and "The Modern Lorelei," 6 reels, with Tyrone Power, which opens at the Strand, Toronto, on Thursday, Friday, and Saturday, of this week.

Mitchell Bernstein of the Famous Players had what might have been a serious automobile accident on Monday, when his machine collided with another. Luckily no one was hurt much outside the machines.

Johnny Smythe, of Regal Films, is opening a Screen Club shortly at 319 University Street, for the benefit of movie men, whether managers, owners, film exchange men, salesmen, etc. It will be a house of call for out-of-town movie men, who are passing through Montreal, and will also, it is hoped, be an agreeable centre for those who are doing business here. It is understood that Mr. English will be president of the club.

Charlie Chaplin in "A Dog's Life" opens at the Imperial, the Francais, Loew's and the Midway on Sunday next and the first of the million-dollar film featuring the laughter king will thus hold the boards in Montreal in every sense. How the film will look when the first-run theatres are through with it, is a question for the other theatres to decide, but judging by the numerous re-issues that are running all the time, Charlie can stand for a lot of showing.

A novel feature at the Imperial this week was the showing of a film of the youngsters from the previous week's children's matinee filing out of the theatre. This was taken by the Pathe firm, and naturally very many of the children who were in the theatre the previous week repeated on Saturday so as to get a glimpse of themselves in the movies.

Mr. Horsfall, general manager of the Mutual Film Corporation here, has been in Toronto this week visiting the office of the corporation there. He reports that business is good, and the prospect favorable for the summer.

On Monday afternoon at the Imperial Theatre offices there was a meeting of the Canadian Moving Picture Association, at which the questions of rates in the press for advertising of picture attractions was discussed. Next month these advertising rates in the Montreal Star are increased to twenty-one cents a line, a prohibitive rate. The association nominated a committee to take up this question and further, to go into the matter of readers for the moving picture houses.

The vaudeville and "legitimate" theatres are given space in the press for readers and critiques out of all proportion to the amount of advertising space taken by them. On Tuesday the morning and afternoon papers alike devote columns to the criticism, practically invariably favorable of the shows given in the vaudeville and theatrical

houses. The moving picture theatres are left out in the cold. Only here and there, hidden away in the back pages of the papers, are there short, uninteresting and trite paragraphs which no one reads, and that convey nothing of interest. Again, on Saturdays more space is handed out generously to the theatres and the same bald and meagre paragraphs are given grudgingly to the movie houses. It is this unfair treatment that the committee of the Canadian Moving Picture Association will set about changing.

Pathe releases for this week at the end of the paper will be found to contain those for the two weeks April 20 and April 27. Hereafter releases for all exchanges will be issued up to the time of the issue date of The Digest.

## NEXT TOTO RELEASE.

Shortly Pathe will have ready another Toto. "His Busy Day" will be the name of the subject. Judging from the success of the past releases, this one ought to go as big as the other ones, as this celebrated comedian surely made a hit with moving picture patrons.

## HAND-COLORED SCENIC.

The demand for colored scenic seems to be going up. Pathe is releasing one every week, and the exhibitors are surely hooking them if the posters in front of many theatres are any criterion.

## FILM OFFERINGS IN MONTREAL THIS WEEK.

### LOEW'S.

"The Sign Invisible," with Mitchell Lewis.

### IMPERIAL.

"One More American," with George Belan, and "Love Me," with Dorothy Dalton.

### HOLMAN.

"The Garden of Allah," with Helen Ware, and "The Marriage Lie," with Carmel Myers.

### STRAND.

"The Devil's Wheel," with Gladys Brockwell; "The Belgian," with Walker Whiteside and Valentine Grant, and "The Heart of a Lion," with William Farnum.

### NEW GRAND.

"Lust of Ages," with Lillian Walker, and "Twenty-one," with Bryant Washburn.

### ST. DENIS.

"The Face in the Dark," with Mae Marsh, and "The Landloper," with Harold Lockwood.

### TIVOLI.

"The Debt of Honor," with Peggy Hyland, and "The Splendid Sinner," with Mary Garden.

### MIDWAY.

"The Kaiser, Beast of Berlin," Viola Dana in "Breakers Ahead," and Gladys Brockwell in "The Devil's Wheel."

**Everything  
The Motion Picture  
Theatre Requires  
J. T. MALONE - MONTREAL**



## Afternoon Tea is a Feature at Loew's Hamilton House

Afternoon tea for patrons of a theatre sounds rather strange and out of the ordinary, doesn't it? Yet this is the stunt that is being worked in connection with Loew's brand new house in Hamilton, Ont. And it has proved so successful that the management of Loew's Hamilton house are likely to continue the plan as a permanent feature of the theatre.

The policy of serving "afternoon tea" is startling, to say the least—especially in view of the fact that the brew of tea is really excellent, and that "lady fingers" and cakes and sometimes fruit are served in these days of food control, war-time rations, and kindred difficulties pertaining to the food question. Yes, indeed, the tea is ex-

cellent. So declare the Canadian women who patronize Marcus Loew's teas, for it is proverbial that Canadian women know a good cup of tea when they taste. Our American cousins may know how to make real coffee, but when it comes to tea—well, you know the rest.

These teas are served on the mezzanine floor of the theatre, and the cute little tea-wagons are pushed around by pretty young girls in costume. It is claimed that many of the male population in Hamilton has developed an abnormal taste for tea since Loew struck town.

At any rate, the idea is being worked with success, and has done much to popularize the house with the Hamilton people.

in some early releases. When shredded by our special process, and served with film cement, it makes a very sweet dish.

Hot tamales made from shredded scrap film of Theda Bara, Louise Glaum, Eva Tanguay, or Annette Kellerman are great favorites with our men patrons.

For some of our Hot Specials we have been able to secure some of the choice morsels of language used in and around some film exchanges. This makes a great dish, believe me.

As a suitable substitute for Griddle Cakes and Syrup we are using flannel shirting over which we pour a generous quantity of Honeyed Words used by film salesmen in selling exhibitors. This is a satisfying dish indeed.

During meatless days we furnish roasts as usual. Our roasts are secured from exchange managers who have no further use for them after they have received them from exhibitors.

The food regulations limited the amount of beef to be used. They have not, however, restricted the use of "bull." This will be served as usual and at all hours.

As for bread—there is a shortage of "Dough" very frequently, especially after an exhibitor has played an alleged "Superfeature." "Buns" are also very scarce at present, despite the efforts of the express companies to rush shipments of "Bottled Buns" to Toronto from Montreal. Really a good "Bun" these days is hard to get.

We are pleased to say that the Fish market holds firm. There are about as many Fish as usual in Toronto and Ontario. The exchanges have little difficulty in hooking these Fish with their "reels."

For dessert we can give you "Mixed Nuts" and "Cheese." No trouble for us to secure as many "Nuts" as required in the film business.

As for "Cheese," that's dead easy. Every film exchange in Canada will supply us with as much "Cheese" as we want. Their shelves and vaults are said by exhibitors everywhere to be overstocked in this commodity.

Our restaurant is always cozy and warm. It is heated by hot-air, piped direct from the trade.

Our tables are always beautified with flowers. We get these bouquets from film managers and salesmen who pin them on themselves.

(CHEF-LESS LUNCH.)

### CANADIAN STATESMAN BURLESQUED IN FILM.

Prominent statesmen in the Canadian parliament have been burlesqued in a special comedy film which depicts a mock parliament session. The characterizations have been done by members of the press gallery at Ottawa and Toronto, and the picture created more or less of a sensation when it was presented before a gathering of government officials.

It is needless to remark that the film has not been offered to the Ontario Board of Censors for official sanction, but permission has been granted for one screening of the comedy before the Toronto Press Club, after which the film probably will be destroyed.

### 'Twas TYPOGRAPHICAL ERROR!

Owing to a typographical error, last week's issue of The Digest was dated April 30th instead of April 20th. We ask the indulgence of Digest readers through this error, which was a very natural one on the part of the printer, in the hurry of the final "make-up" of the magazine.

The Canadian Moving Picture Digest is read—not looked at. That's the "Big Idea" back of advertising, Mr. Advertiser.

### FOOD SHORTAGE SERIOUS.

But the "Chef-less Cafe" Will Experience No Difficulty.

Mr. Heeza Knutt has contributed the following classic on the serious food problem as it affects film folk:—

IMPORTANT ANNOUNCEMENT  
TO THE MANY FILM PATRONS OF  
THE CHEF-LESS CAFE.

To our many patrons, who, during the past week have been unable to get their usual wants supplied on account of the new food regulations now in force, we wish to announce that after much experiment and hard work, we are now able to serve everything as before, except that no FOOD is used.

We are able to make very palatable pies, cakes and pastry from scrap film, old posters, scrap zinc etchings, and half-tones, film exchange floor sweepings and film cement, which can be sold with all meals, and at all times. They're truly delicious.

We also have a nice assortment of jellies, blanc-manges, custards, puddings, etc., made from poster paste and film cement. They're truly delicious.

Shredded scrap film pie is one of our leaders. We have secured some scrap prints featuring Mary Pickford, Marguerite Clark, and Constance Talmadge

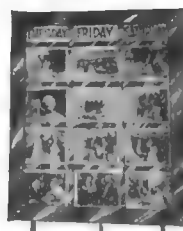
CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one  
year's subscription to the  
**Canadian Moving Picture Digest**

Name .....

Theatre .....

Town..... Province.....



**Newman Brass  
Frames and  
Fixtures**

Adds "Class" to your front.

CANADIAN SALES AGENT

**JAS. T. MALONE**

337 Bleury Street - - Montreal

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

**WANTED**—Pianist; experienced in vaudeville and motion pictures; state lowest salary. Grand Theatre, Dunnville, Ont.

**WANTED**—By a good, reliable woman, a position to clean theatre, in the morning. Apply Box A, The Digest.

**FOR SALE**—\$8.00 buys set of Hawkins' Electrical Guide; eleven books in all. Apply to Arthur E. P. King, 13 Irwin Ave., Toronto. Phone North 6691.

**WANTED**—Good moving picture violinist. Let me know your price. Have a 350-seat house. Apply James A. Tucker, Princess Theatre, Orillia, Ont.

**AT LIBERTY**—Good operator; am also capable of handling a theatre; can furnish first-class references. What can you offer? Apply Fred Kane, Drummond St., Perth, Ont.

**WANTED**—Cellist and clarinetist; evenings only; good opportunity for men otherwise employed in daytime; permanent positions. Apply immediately, stating terms, to Prof. Verney, Casino Theatre, Sherbrooke, Que.

**WANTED**—Live manager for Motion Picture Theatre, for good Western Ontario city; state experience and salary expected; give full particulars. Apply Box T, Canadian M. P. Digest, 326 Spadina Avenue, Toronto.

**FOR SALE**—Space in this classified section of The Digest at one cent a word for Wanted to Rent or Purchase or kindred advertisements. This publication covers Canada like the dew covers Dixie. It will get you big results.

**WANTED**—Operator, with lots of good practical experience to coach an assistant, now preparing for examinations. Saturday afternoon and Sundays available. Replies confidential. State fully. Box X, Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.

**WANTED**—Male or female piano player must cue pictures properly. Might also teach and play with dance orchestra on the side. Also good operator; night work only; can handle side line easily; your lowest salary in both instances. Apply Mrs. Butler, mgr. Vulcan Opera House, Vulcan, Alta., Canada.

**FOR SALE**—A circuit of three theatres in three small towns, population 1,000 in each. Each theatre is equipped with Powers 6A machines and accessories including piano etc. Two changes of film per week; excellent railroad facilities; have been in operation five years; a paying proposition. We sell at ridiculously low price; list reasons for selling. Write E. H. Jones, Princess Theatre, West Lorne, Ontario. 3t

**WANTED**—Exhibitors, film exchange men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.

### BILLY WEST'S REACH ALASKA.

The Canadian Film Service, Limited, with offices at Vancouver, B. C. (W. P. Nichols, manager), have secured the rights for the Billy West King-Bee Comedies for the following territories: Western Canada, Provinces of Yukon, British Columbia, Alberta, Saskatchewan, Manitoba, and that part of Ontario west of and including Port Arthur.

### CHANGES ORDERED IN THEATRE BUILDING.

The city council of Saskatoon, Sask., has notified the management of the Empire Theatre, 20th Street, that extensive structural changes in the building are necessary in order to safeguard patrons against fire or panic. The theatre was given until May 31st to make the changes.

### KLEVER COMEDIES FOR SOUTH AFRICA.

Klever Pictures, Inc., has just entered into an arrangement with the African Film Trust, Limited, of South Africa, whereby the latter company secures the rights to Klever Komedies for a number of years.

### EDITOR PRAISED FOR SELECTION OF FILMS.

Rev. Horace Westwood, pastor of All Souls' Church, Winnipeg, Manitoba, has commended Jules L. Steele, motion picture editor of the Winnipeg Telegram, for the publication of lists suitable for "all the family."

In a recent list of recommended "family films" Mr. Steele gave the following: "Nan of Music Mountain," "The Honor System," "Tom Sawyer," "Huck and Tom," "The Mad Lover," "The Pride of New York," "The Fall of the Romanovs," "Taming Target Centre," "The Floor Below," "Anarchy of Clothes Line Alley," "Love Me," "Naughty, Naughty," "The Family Skeleton," "The Sp," and "The Great White Trail."

### For Sale at a Bargain

One Wurlitzer organ for moving picture theatre; style "U" theatre orchestra; one year in use. In splendid condition with large motor. Cost \$3,300. will sell at a price for cash or cash and monthly payments, write or come and inspect.

Henry McNeil, New Glasgow N.S.

### BACK WITH UNIVERSAL.

Mary MacLaren, the talented young screen star, who was discovered and made famous by Lois Weber, has again signed a contract with the Universal and is now at Universal City, Cal., preparing for her second appearance in pictures released by the Universal.

### CHICAGO NEIGHBORHOOD THEATRE GIVES PATRONS THE BEST IN MUSIC.

The North Shore Leader, a neighborhood paper published in Rogers Park, Chicago, contains an interview with Joseph Koppel, manager of Ascher's Adelphi Theatre, regarding his ideas on music in the picture theatre, and his policy of giving his patrons the best at the Adelphi.

Mr. Koppel says: "Our policy is to offer the people of Rogers Park the very best line of first-run films on the market. We take pride not only in the quality of the plays, but in the character of the music furnished. The members of our orchestra are all finished musicians."

"The old days when the players tried to make their music conform strictly to the changing situations on the screen—such as blowing a whistle and shuffling sheets of sandpaper together every time a locomotive came in view—are gone by. Such crude imitations are now considered cheap, and tend to hinder rather than aid the spectator's appreciation of the films. Our orchestra, on the contrary, selects a composition which they think is suited to the general theme of the play and follow it through from start to finish with a careful regard for musical values and the proper artistic shading."

"We intend in the near future to increase the number of instruments in the orchestra, adding probably a cornet and trombone, or possibly the flute. The orchestra now plays at all evening performances and Saturday, Sunday and holiday matinees. The policy may be changed later to include all matinees."



■ NORMA TALMADGE ■

**Everything  
The Motion Picture  
Theatre Requires**

**J. T. MALONE - MONTREAL**



# LOBBY DISPLAY DEPARTMENT

Conducted by  
ARCHIE LAURIE

## "THE WOMAN IN THE WEB" FIRST EPISODE LOBBY DISPLAY.

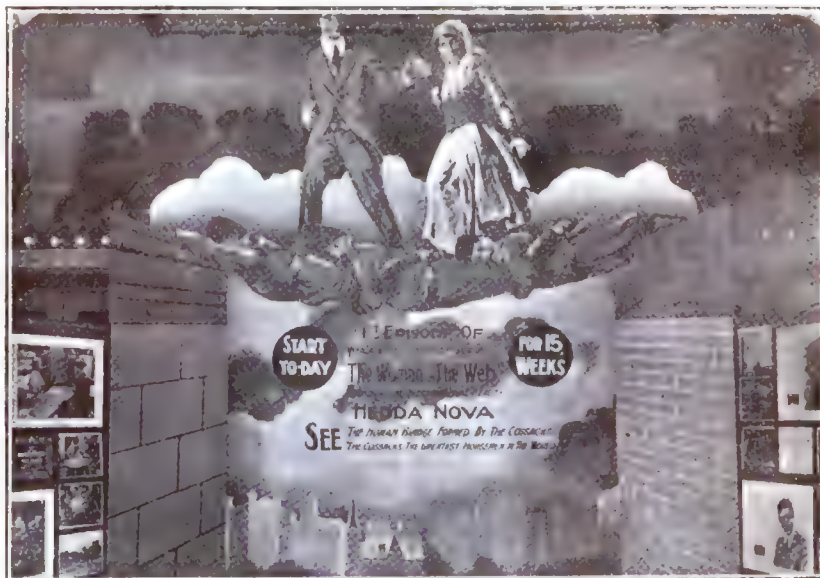
Many serials are being run nowadays at movie houses, and my articles lately have dealt with some of them. This is not to say that the Midway is a serial house exclusively. Far from it. Owing to the fact that "The Woman in the Web" and "The Lion's Claw" have both been released within two weeks of each other, these articles on serials have naturally followed. On account of so many serials being on the market today one must feature and advertise extensively those which the house is showing. I always display in my lobby two or three episodes of the serial appearing to get the people interested, and to keep their minds actively engaged on the story, so that the remaining weeks of the story will obtain the benefit of this intensive cultivation.

The correct display for "The Woman in the Web" would have been a huge web, in the centre of which should be a good figure of Hedda Nova, with a look of terror on her face, and all about her in the web the faces of the different characters who are trying to inveigle her into their clutches. On each end of the display there should appear two huge cut-outs of Cossacks brandishing their swords.

But instead I used the most thrilling scene of the first episode, "The Human Bridge." I might add that I was not sorry that I used it, as it drew large crowds of interested observers, who thronged the theatre outside and who got it into their heads clearly that this display was the first episode of the serial. The rest followed.

The rest of the display, with reading matter and the buildings in the background, can be seen on the cut, the whole being constructed out of cardboard.

I went out this week on request to fix up and lay out a couple of designs



Lobby Display at the Midway Theatre, Montreal for "The Woman in the Web."

for fronts and remodel a lobby for another theatre. While doing so, I observed the lobby display for "The House of Hate," designed by Mr. Philip DeGroef, manager of the Moulin Rouge Theatre. I secured the photo of this display from Mr. DeGroef, and am showing it on this page. The whole house is shown in this display with its figure of "Hate" in the centre and the "Phantom Terror" just below it, with its clawing hand on the sign that asks in French (since this is a French neighborhood), "Who is this 'Hooded Terror'?" On each side of the figure of the "Terror" are two dragons holding up with tongue and forefeet the pictures of the stars, Pearl White and Anthony Moreno. Eight small photos are added to the display to show the necessary scenes.

ARCHIE LAURIE.

## GIRLS! GIRLS!! GIRLS!!!

In an effort to ascertain whether moving picture audiences who enjoy comedy want to see stars prominent in the comedy or lots of girls, Julius Stern, President of the L.K.O. Motion Picture Comedy, sent out a questionnaire broadcast. Such an overwhelming preponderance of requests for the girls came in that Mr. Stern has just doubled the number of L.K.O. girls at the studio. Of course, the L.K.O. is not going to do away with its stars—not much. Hughie Mack, Gale Henry, Dave Morris, and Mack Swain are all aces. But if the country wants girls, girls they shall have. Already the cabarets of Los Angeles, Hollywood and nearby points have been searched, and the result is twenty beauties for L.K.O. Komedies.



Lobby Display for "The House of Hate" at Moulin Rouge Theatre, Montreal.



# Hoffman Four-Square Pictures

## Now Ready for Canadian Exhibitors

"The Bar Sinister"

"The Fighting Chance"

"Whither Thou Goest"

"The Cast-Off"

"The Fringe of Society"

Every one of the five can be properly classed as a production high  
above the average---The Price is Right!

## U.S. Exhibitors' Booking Corporation

PRESENTS

# 3

WONDERFUL

BOX-OFFICE

MAGNETS

"Those Who Pay"

AN INCE PRODUCTION  
With BESSIE BARRISCALE

"The Belgian"

STARRING  
WALKER WHITESIDE

"Just A Woman"

EUGENE WALTERS  
Great Drama

Distributed in Canada By

## SUPERFEATURES, Limited

CHAS. L. STEVENS, General Manager

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



CHIEF FLYNN



Exhibitors in any theater  
have not room enough  
who will want to see  
serial"

*Dramatic Mirror*

## FACTS Mirrored in "THE EAGLE'S EYE"

**FACTS** about Imperial Germany's spies and plots in America are the foundation of the marvelous story in each of the twenty episodes of "The Eagle's Eye"—

**FACTS** obtained by William J. Flynn, recently retired Chief of the Secret Service, when he was combating the enemy plotters against American lives and American industries—

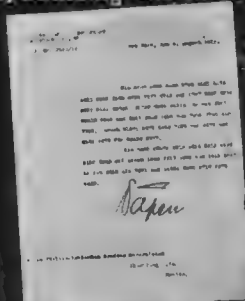
**FACTS** in the first episode—"The Hidden Death"—show how Imperial German agents in America made plans for torpedoing Lusitania.

**FACTS** about how Imperial German Secret agents conspired to blow up the Hotel Ansonia in New York City the night of the Naval Ball, are pictured with powerful dramatic tensiety in the second episode—"The Naval Ball Conspiracy."

**FACTS** of how the Kaiser's arch-conspirators schemed to destroy a part of the Atlantic Fleet with electrically controlled torpedoes, while it steamed down the Hudson river on Presidential Review, are pictured with exciting suspense in the third episode, "The Plot Against the Fleet."



Dr. HEINRICH ALBERT, custodian of Imperial German funds for crimes of arson, bombing and incendiarism

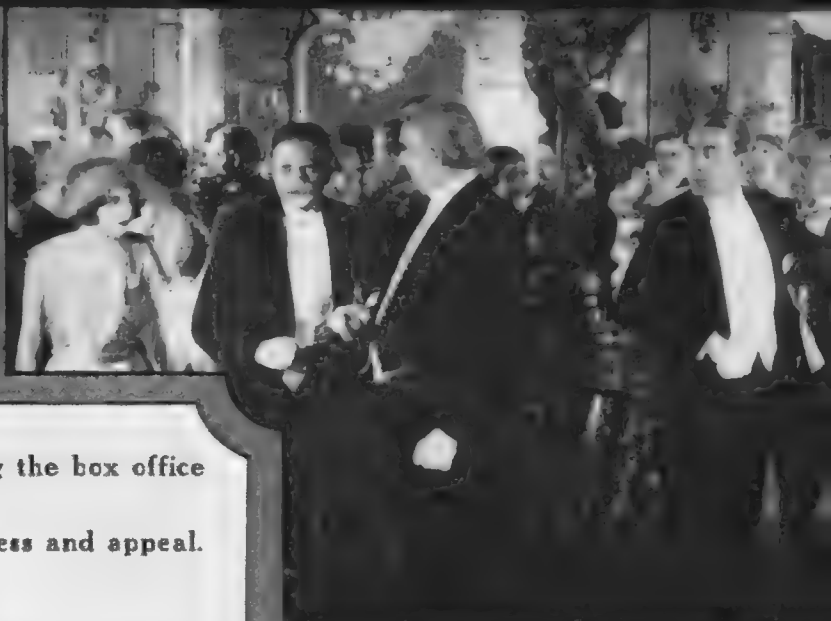


A German code message



MARGUERITE SNOW as Dixie Maud

Will find that they  
to hold the people  
and follow this



Frustrating the Imperial German spy plot to r  
800 American Naval officers blowing up the H  
Anson



LUSITANIA medal issued  
in Berlin 2 DAYS BEFORE  
the ship was sunk



Ready to torpedo the LUSITANIA

**FACTS** for you to consider in figuring the box office value of "The Eagle's Eye"

A serial unequalled in timeliness and appeal.

Sponsored by Chief Flynn.

That the revelations in "The Eagle's Eye" are the greatest topic of interest in every newspaper in the country excepting only the world war itself.

That you are booking the picturization of a great national drama, touching intimately the welfare and interest of every one of your patrons.

That its leading characters,

# KING BAGGOTT AND MARGUERITE SNOW

are box office values.

That you can be assured of splendid dramatic action, thrills, and perfect photography because it is produced by

## THE WHARTONS

Distributed in Canada by

## SUPERFEATURES, Limited



KING BAGGOTT  
as Harrison Grant



Count von BERNSTORFF





# Another Triumph!

# "Over There"

Featuring

**CHARLES RICHMAN & ANNA Q. NILSSON**  
and LT. O'HARA of the Canadian Army



---

A STIRRING  
DRAMA.

AUTHENTIC  
BATTLE  
SCENES.

SUPERB  
ACTING.

---

Actually playing to successful box-office results and receiving return  
booking engagements---Book "Over There" Now---Assure  
your theatre an early date.

## **MONARCH FILM CO. Limited**

**TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# ADVANCE NOTICES FROM THE EXCHANGES

## FRANCIS FORD'S FIRST PRODUCTION "BERLIN VIA AMERICA" ON STATE RIGHTS.

Having finished his first production, "Berlin via America," cut and titled, Francis Ford announces that he is considering offers for territorial allotments on this thrilling story by Elsie Van Name. Since the announcement that he has become an independent producer Mr. Ford has received innumerable inquiries from state rights buyers, theatre men who in the past have successfully played many of his productions, and fans among whom he has long been a favorite.

Therefore, the fact that one of his productions—the first independent one—will soon be ready for release, is of great interest. Mr. Ford, in addition to his duties as producer and director, himself enacts one of the principal characters in the story—an aviator in the army of the Huns, who is not all he appears to be.

Edna Emerson, who is destined to create a sensation on the screen, plays opposite Mr. Ford in the role of an American girl—a real American girl "doing her bit."

The story throughout contains an element of mystery which is not cleared up until the final big scene; then, also, the sweet love theme which runs through the play has its final answer. But, over all, hovers a spirit which to-day is worldwide in its effects—the spirit of patriotism.

Offers have already been received for various territories throughout the country. The picture has a "punch" right from the start, for the name itself, "Berlin via America," has already created a sensation, and, backed up by the sort of production that everyone has come to expect from Francis Ford, it is bound to be one of the big winners of the year.

Arrangements have been completed whereby Ernest Shipman will handle the exploitation of this picture from his New York offices, 17 West 44th St.

Leon T. Osborne, vice-president and treasurer of the Diando Film Corporation, left last week for New York City on business connected with the serial his company is making for Pathe. He will be absent about two weeks. On his way back to the coast he will stop off in Colorado and see to some improvements being made on the summer home of Baby Marie Osborne, near Palmer Lake, on the divide between Denver and Colorado Springs.

Dorothy Phillips, Bluebird's famed emotional star, has begun on a new society drama, which is being directed by Allen J. Holubar. William Stowell, who has been seen with the fair feminine star in numerous productions, will be her leading man in this newest cinema creation. "Discipline and Geneva" was the title of the magazine story upon which the photoplay is based. It is the story of a young girl, too closely cloistered from worldly affairs by a Puritanical father, who, when released from the family fireside and protection, finds the dizzy maze of the world too complicated for her to navigate without slipping by the wayside.

## "OVER THERE!"

"Over There!" is famous as the double title of a most popular song and a most stirring picture. When George M. Cohan, America's poet laureate, wrote the song, he gave the marching tune for millions of Sammies to shout as they go "over the top." It was his great personal friendship for Charles Richman, the idol of film fans, that secured the use of this rousing title, and also because Mr. Cohan knew that no one could better portray the white-hot loyalty and patriotism which are sending the flower of America manhood to France.

The theatre which shows "Over There!" is going to win satisfied patrons, who will come again and again to see more of these productions, such as "Over There!" There is a good opportunity for theatres to put this picture over, and to great success. The

use of the song at the same time could be used to the very best advantage.

There is also great thought for advertising, as one of our own Canadians, Lieutenant W. A. O'Hara, of the 24th Battalion, Canadian Expeditionary Force, who spent seven months in the first line trenches in Northern France, and who actively participated in the battles of the Somme from Ypres to Vimy, appears in this picture. Lieut. O'Hara also supervised and ably assisted in the making of the highly effective battle scenes.

## SPECIAL PRODUCTIONS.

The Canadian Universal have some features which they have termed Special Productions that should be given attention by the exhibitor looking for box-office pullers. The Harry Carey production, "The Scarlet Drop," is a wonderful piece of character acting on the part of Harry Carey. It will be released April 22nd. Mae Murray, in "The Bride's Awakening," released May 20th, promises a sensational treat and big results for Canadian exhibitors. Mary MacLaren, once more back in the Universal fold, will be seen in a strong photoplay, the title and the release date to be announced at a later date. Herbert Rawlinson, in "Smashing Through," promises to rival that other winner, "Come Through." Release date for this special production will be announced later. The Priscilla Dean production, "The Two-Soul Woman," is said to be a feature extraordinary. The release date has been set for May 6th.

## "WAR GARDEN" FILM.

The new Government film which has just been issued from the Food Controller's office, "War Gardens," was shown this week at Loew's, the Regent, the Strand, Shea's Hippodrome Theatre, and at the Allen. The film is a single-reeler, and is packed with advice and instruction to all Canadians who would utilize their back yard to produce more foodstuff.

## ELECTRIC SIGNS

### Largest Electric Sign Works in Canada

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL



# STORIES OF THE PLAYS AND PLAYERS

## FRANK KEENAN, WELL KNOWN ON SCREEN AND STAGE.

Frank Keenan, star of "Ruler of the Road," a five-part Pathe play, was born in Dubuque, Iowa, April 8th, 1858. His first appearance on the stage was made at the Boston College Hall in 1876. His professional debut was with the veteran actor, Joseph Proctor, at Lawrence, Mass. For some years Mr. Keenan has an extended experience in stock and acting with many players of repute derived all the benefit of such associations.

Some of Mr. Keenan's early successes were made in plays written by James A. Hearne, the author of "Shore Acres." In several of these he played the star part and made a particular hit in "Hearts of Oak." Later at the Boston Opera House he scored heavily as Fagin in "Oliver Twist." At that famous theatre he was associated with such sterling players as Joseph Harworth, Annie Clark, Sadie Martinot and William Mestayer, a company reputed to be the best stock company ever seen in Boston. Among the plays in which he appeared at this period were "Rose-dale," "The Lyons Mail," "The Bells," and "A Texas Steer."

In the original production of "The Christian," Mr. Keenan created the part of Brother Paul, and also managed the realistic mob scenes which James A. Hearne declared to be the best he had ever witnessed on the stage.

Mr. Keenan also staged the Liebler production of "The Musketeers." His work attracted the attention of Sol Smith Russell's manager, who selected him as Mr. Russell's successor in "A Poor Relation" and "Peaceful Valley." On Mr. Russell's retirement from the stage, Mr. Keenan assumed his role in "The Hon. John Grigsby." Then Mr. Keenan went with David Belasco, and was identified with many of his most famous successes.

Mr. Keenan began his screen career with Universal. Later he was featured in a number of Thomas Ince productions, including "The Thoroughbred," "The Sin Ye Do," "The Bride of Hate" and "The Crab."

Mr. Keenan's fame as a screen star is secure. His masterly interpretations have made him popular wherever motion pictures are shown. Mr. Keenan scored a big success in his first Pathe feature, "Loaded Dice."

Screen Telegram issues Nos. 18 and 19 are released May 1 and 5. American soldiers taking their places in the line to check the Hun offensive; Secretary McAdoo opening the Liberty Loan drive in Philadelphia; the visit of Marguerite Clark, the tiny screen favorite, to Chicago, to boost the sale of Liberty bonds; baptizing the negroes in the chilly waters of the Mississippi at St. Louis; scenes from the training camps and up-to-the-minute war pictures, are some of the features of recent issues of Screen Telegram that make for popularity of the Mutual news-reel.

## FOUR GOOD SERIALS.

Universal has enjoyed an enviable reputation for making serials that please movie fans, and fill the coffers of the Canadian box offices from St. John to Vancouver. Four of the most popular serials ever turned out by Universal are "The Red Ace," "The Mystery Ship," "The Bull's Eye," and "The Lion's Claw," featuring such well-known serial stars as Ben Wilson, Neva Gerber, Kingsley Benedict, Eddie Polo, and Marie Walcamp. These four serials named have been run by many Canadian exhibitors with special results, but there are also many exhibitors in this country who have not availed themselves of the opportunity of showing these money-makers. It will pay them to get in touch with their nearest Universal branch and get particulars of these serials.



Monroe Salisbury Bluebird Star

"Hearts or Diamonds," the first picture produced by William Russell Productions, is the feature of Mutual's schedule of releases for the week of May 13th.

The hero of the story, Larry Hanrahan, is a collector of precious stones. He becomes infatuated with Adrienne Gascoyne, a beautiful girl, whose father poses as a chemist who has discovered a method of making diamonds. In reality, Gascoyne is the head of a band of international diamond thieves. When Larry is robbed of his priceless collection of jewels, he traces the thieves to Gascoyne's house, where, after a thrilling fight, the crooks are apprehended. Adrienne is shown to be innocent of any connivance in the robbery and ignorant of her father's criminal operations. The question of "Hearts or Diamonds" is resolved for Larry in the culmination of his romance with Adrienne. Miss Charlotte Burton makes her reappearance on the screen in the role of Adrienne.

## GREAT PRODUCTIONS.

Superfeatures, Ltd., in Canada are handling three remarkably strong features of the U. S. Exhibitors' Booking Corporation. They are "Just a Woman," Eugene Walter's greatest drama since "Paid in Full," which is a special Jules Steger production; "Those Who Pay," a Thomas H. Ince production, featuring that sterling star, Bessie Barriscale, who is so popular at the present time with Canadians, and "The Belgian," featuring Walker Whiteside and Valentine Grant. The latter production is a wonderful film, and has had a tremendous run wherever shown. All exhibitors who are looking for real business-compelling attractions should get in touch with their nearest Superfeatures branch, and get their proposition.

The Hoffman Foursquare productions are also another brand that has met with great favor at the hands of Canadian exhibitors, and although Superfeatures, Ltd., have not been handling this famous brand any great length of time, the business secured has been very gratifying indeed, says Mr. Charles Stevens, general manager. Superfeatures now have five of these Hoffman Foursquare Pictures: "The Bar Sinister," "The Fringe of Society," "Whither Thou Goest," "The Fighting Chance," and "The Cast-Off." Every one is a box-office gem of the first water, and Canadian exhibitors should get the proposition of Superfeatures on these specials. It will be worth their while.

## WONDERFUL SINGLE REEL.

Pathe will release shortly a single reel entitled "The Whispering Wires of War." This reel shows how telephoning is carried on when big battles are raging. It should be of great interest to everybody, especially after reading in the dailies of many Canadians doing this kind of work in the trenches.

## WORK STARTED.

Stuart Paton has started work on the second episode of "The Wolf-Faced Man," the Pathe serial from the pens of W. A. S. Douglas and Lucien Hubbard.

"The Record," the picture the Baby Marie Osborne Company is now working on, has among its cast Helen Cassidy, J. Harris Foster, Jack Connolly, Howard Crampton, True Boardman, and William Quinn.

**Everything  
The Motion Picture  
Theatre Requires  
J. T. MALONE - MONTREAL**



## HISTORICAL PLAYS AND MOVIES.

Mr. George Arliss, who gave a remarkable presentation of Alexander Hamilton this season in Toronto, was asked to explain why the galleries were not filled while the lower part of the house was packed. He was inclined to attribute the emptiness of the galleries to the attractions of the movies:

"I am inclined to blame it somewhat on the 'movies.' Perhaps they haven't a half-dollar or so to spare; they may have but ten cents; for that they can go into a comfortable place, where even if they fall asleep they only lose half their money's worth; they only have to lean back, they don't have to listen, they don't have to think; all they need do is to watch. Can you imagine anything more fatally easy?"

There are several things to be considered. Alexander Hamilton is not a popular hero like Abraham Lincoln, and it is probable that a good many intelligent people had to consult some work of reference to discover who he was and what he did. When they saw that he organized American finance and helped to frame the constitution, they were not keenly interested. Very few people are interested in constitutions or national finance. As a matter of fact, the appeal of the play is not so much to the historical sense as to the universal human interest in the relations of men and women.

But history is not barred from the movies. We might compare "The Birth of a Nation" with a musical comedy, and thus give the movies the preference as teachers of history, or what passes for history. Motion pictures are peculiarly adapted to the presentation of historical buildings, countries, and costumes. It is a much cheaper and easier way than lugging around carloads of elaborate scenic properties.

It has been suggested that the two forms of presentation might be combined—real actors, with the charm of the human voice, and the scenery furnished by films.

No doubt the element of physical ease and comfort, humorously referred to by Mr. Arliss, plays its part. To see a play involves, usually, leaving a comfortable home on a winter night, traveling several miles and spending four or five hours in the cars and in the theatre. You can drop into a picture show for an hour, and come out without any serious financial loss.—Toronto Star.

"Bigger Production this Year!" is the battle cry of those in Canada. Show "War Gardens," the official government film, in your theatre, and help along the good work.

## BIG DEMAND FOR MUTT AND JEFF FILMS

The three releases which have been made by William Fox of Bud Fisher's "Mutt and Jeff" animated cartoons have been so enthusiastically received, according to the Fox management, that the sales organization has been concentrating on a one-week drive during which these productions have had the principal selling attention. The results are reported to have been highly satisfactory.

There has never previously been any attempt made to put over subjects as short as the "Mutt and Jeff" animated cartoons on so pretentious a scale as that adopted by the Fox organization, the company says. The aim has been, according to Winfield R. Sheehan, general manager of the company, to book practically every theatre in the country and for this reason the advertising has been on exactly the same basis as if the productions were regular five to ten reel subjects.



MOLLY KING  
PATHE' STAR

Carmel Myers, last seen in "The Wine Girl," is spending her evenings and other spare hours in the Franco-American quarter of Los Angeles picking up atmosphere with which to endow her stellar role in "My Parisian Sweetheart." This is Miss Myers' newest drama, which is being directed by Joseph De Grasse. Edwin August is seen in masculine support of the clever star, while Andrew Robson, the noted French actor, has the principal character role, that of her stern Gallie parent.

For Sale, Wanted to Rent, or to Purchase Advertisements in The Digest bring quick results. Cent a word.

## FILM POSSIBILITIES OF ROCHESTER HIT BAGGOT.

Two pieces of business occupied King Baggot in the course of a three-day visit to Rochester, N. Y. recently. One was the filming of scenes in and about the large factories of the city that are engaged in war work. These scenes are to be incorporated in future chapters of "The Eagle's Eye." The other mission was the looking over the places in Rochester with a view to establishing a producing company there. Before he left the city he expressed himself as enthusiastic over the possibility of picture making in Rochester and had his mind set on urging his producers to establish headquarters there when work is begun on his next big feature.

Among the places where scenes were filmed was the Kodak Park plant of the Eastman Kodak Company, where 700 girls on their way to dinner were caught by the camera. Other scenes selected were the Todd Protectograph Company's plant, the Gleason Works and various munition factories.

## FORGING AHEAD.

The business of the Regal Film, Limited, in Canada has had a persistent and consistent growth since its establishment. This has been due, in a large measure, to the careful management and efficiency maintained throughout the entire Regal organization in the Dominion, as well as giving the Canadian exhibitors "Service that Satisfies," and offering to them real stellar productions, and a wide and varied list from which to make a choice.

At the present time there is probably not another exchange operating in this country who have at their command, such a diversified program for the Canadian exhibitor. This company handle for Canada the famous Goldwyn Pictures, the Paralta Plays, which have found great favor in the Dominion, World pictures, with their splendid stars and stories, Triangle Pictures, recognized as noteworthy productions, Keystone comedies and Mutt-and-Jeff cartoons. This is indeed a "great hand to draw from," and it is not to be wondered at why Regal has "led the field" in Canada.

This company now have well-organized branches in Toronto, Montreal, St. John, Winnipeg, Calgary, and Vancouver, in charge of capable film men, who thoroughly understand the requirements and needs of the Canadian exhibitors.

George Beban the eminent character actor, has completed his first production since forming his own company. The work was done at Universal City, Cal.

## "THE SCREEN PAR-EXCELLENCE"

## ACME GOLD FIBRE SCREEN

Manufactured by GEORGE McARTHUR, Jr.

WINDSOR, ONT., CANADA

# Releases in Toronto and Montreal for Week Ending April 27th

## TORONTO RELEASES

### FAMOUS—

"The Tiger Man," William S. Hart, 5 reels.  
 "The Honor of His House," Sessue Hayakawa, 5 reels.  
 "Carmen of the Klondike," Clara Williams, 7 reels.

### FOX—

"Cupid's Round-up," Tom Mix, 5 reels.

### GENERAL—

"When Youth Is Ambitious," Lubin, 2 reels.  
 "Where Clouds and Mountains Meet," Scenic, 1 reel.  
 "A Daughter of Uncle Sam," episode No. 2, Serial.  
 "Wild Algy of Piccadilly," Essanay, 1 reel.  
 "Schools and Schools," O. Henry Series, Vitagraph, 2 reels.  
 "Too Much Alike," Pokes and Jabs Comedy, 1 reel.  
 "Too Much Elephant," Comedy, 1 reel.

### METRO—

"Broadway Bill," Harold Lockwood, 5 reels.  
 "Her First Game," Drew Comedy, 1 reel.

### MUTUAL—

"Jilted Janet," Marguerita Fischer, 5 reels.  
 "Up In the Air," Strand Comedy, 1 reel.  
 Screen Telegram, No. 13.  
 "The Lost Express," Series.  
 "Jimmy Dale," Series.

### REGAL—

"The Face in the Dark," Goldwyn, 6 reels.  
 "Gates of Gladness," Madge Evans, 5 reels.  
 "Cassidy," Dick Rossen, Triangle, 5 reels.  
 Mutt and Jeff Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

"The Hillcrest Mystery," Mrs. Vernon Castle, 5 reels.  
 "On the Jump," Harold Lloyd Comedy, 1 reel.  
 "Along the Riviera," Scenic, and "Watching Flowers Bloom,"  
 Colored, split reel.

Pathe News.

Pathe News.

Pathe British Gazette.

British War Office Weekly.

"The Hidden Hand," Serial.

"The Price of Folly," Series.

"The House of Hate," Serial.

### UNIVERSAL—

"A Stolen Keyhole," Nestor Comedy, 1 reel.  
 "A Royal Riot," L-KO Comedy, 2 reels.  
 Screen Magazine, No. 68.  
 Animated Weekly, No. 21.  
 "The Bull's Eye," Serial, 12th episode.  
 "The Lion's Claw," Serial, 4th episode.  
 Finley Nature Studies, "Wild Birds as Pets" and "In and  
 Around Key West," 1 reel.  
 "A Marriage Lie," Bluebird, Carmel Myers, 5 reels.  
 "The Scarlet Drop," Harry Carey Production, 5 reels.  
 "The Guilty Egg," Lyons and Moran Comedy, 1 reel.

### VITAGRAPH V. L. S. E.—

"The Bachelor's Children," Harry Morey, 5 reels.  
 "Beautiful Thoughts," Drew Comedy, 1 reel.  
 "Counts and No-accounts," Big V Comedy, 1 reel.  
 "The Woman and the Web," Serial, episode No. 3.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

"One More American," George Beban, 5 reels.  
 "Love Me," Dorothy Dalton, 5 reels.  
 "Those Athletic Girls," Mack Sennett Comedy, 2 reels.

### FOX FILM CORPORATION—

"The Devil's Wheel," Gladys Brockwell, 5 reels.  
 "The Heart of a Lion," Wm. Farnum, 7 reels.

### GENERAL FILM—

"Thief or Angel," 2 reel Judge Brown Story.  
 "Lost on Dress Parade," 2 reel O. Henry Story.  
 "His New Job," 2 reel Chaplin re-issue.  
 "He's In Again," Pokes and Jabs Comedy.  
 "Slippery Sam and the Fortune Teller," Essanay Comedy.  
 "Daughter of Uncle Sam," No. 5, Wm. Sorel and Jane Vance.  
 "Her Model Career," Finner Haddie Comedy.

### INDEPENDENT FILM SUPPLY—

"Unto the End," Crane Wilbur, 5 reels.

### METRO—

"The Landloper," Harold Lockwood, 5 reels.  
 "His Deadly Calm," Mr. and Mrs. S. Drew Comedy.  
 "The Sign Invisible" (Special), Mitchell Lewis, 7 reels.

### MUTUAL—

"A Bit of Jade," Mary Miles Minter, 5 reels.  
 "For Art's Sake," Strand Comedy.  
 Screen Telegram.  
 "Lost Express," Chapter 15.  
 "Jimmie Dale," Chapter 12.

### REGAL (World, Triangle, Globe, Paralta, Goldwyn)—

"Lust of Ages" (Globe), Lillian Walker, 6 reels.  
 "Stolen Horrors" (World), Ethel Clayton, 5 reels.  
 "Face in the Dark" (Goldwyn), Mae Marsh, 6 reels.  
 "Trainer's Assistant," Mutt and Jeff Comedy.

### SPECIALTY FILM IMPORT, LIMITED—

"Ruler of the Road," Frank Keenan, 5 reels.  
 "Hillcrest Mystery," Mrs. Vernon Castle, 5 reels.  
 "Mrs. Slacker," Gladys Hulette, 5 reels.  
 "Twenty-one," Bryant Washburn, 5 reels.  
 "House of Hate," "A Woman's Perfidy," No. 3, 2 reels.  
 Serial, Pearl White and Antonio Moreno.  
 "House of Hate," "The Man from Java."  
 "Follow the Crowd," Harold Lloyd Comedy, 1 reel.  
 "Pipe the Whiskers," Harold Lloyd Comedy, 1 reel.  
 "Fare, Please," Toto Comedy, 2 reels.  
 "Whispering Wires of the War," Educational (Special), 1 reel.  
 "Great History of the War," 1 reel.  
 British Official War Office News, 1 reel.  
 British Gazette, 1 reel.  
 Pathe News, 1 reel, two a week.  
 "Price of Folly," Ruth Roland, "Counterfeit Clue," 2 reels,  
 Series.  
 "Price of Folly," "The Catpaw," 2 reels, Series.

### UNIVERSAL FILM—

"The Marriage Life," Carmel Myers, 5 reels.  
 "The Scarlet Drop," Harry Carey and Mary Malone, 5 reels.  
 "The Stolen Keyhole," Comedy.  
 "Rivals' Riot," 2 reel Comedy.  
 Animated Weekly.  
 Screen Magazine, No. 68.  
 Current Events, No. 50.  
 "The Bull's Eye," Episode No. 12, "Burning Sands."  
 "The Lion's Claws," Episode No. 4, "A Woman Screen."  
 Finley Nature Studies, No. 15, "Wild Bird Pets In and Around  
 Key West."  
 "The Guilty Egg."

### V. L. S. E.—

"Song of the Soul," Alice Joyce, 5 reels.  
 "Counts and No Counts," Big V Comedy, 1 reel.  
 "Sweets to the Sour," Vitagraph Comedy.  
 "Old Reliable," 2 reel re-issue.  
 "A Stenographer's Troubles."  
 "Woman in the Web," Episode No. 3, "Speeding Doom."

# YOU NEED "WID'S"

## WID'S

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

## WID'S

Reaches the managers of over 5000 of the better class Theatres in the U.S.A. who tell us they cannot get along without WID'S. It will pay you to fill in coupon and mail it NOW.  
 A sample copy Free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.

Times Building, New York City

Please send me WID'S—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name .....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

# Regal Service Satisfies

---

Goldwyn Pictures

Paralta Plays

World Pictures

Triangle Pictures

Keystone  
Comedies

Mutt and Jeff  
Cartoons

---

## REGAL FILMS Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





# Swell Your Box-Office Receipts to Flood-Tide

---

**FOX** pictures insure big profits to Canadian exhibitors

**PICTURES** in all that the word implies—  
every foot of them!

**INSURE** your theatre against poor business  
by playing these money-getters

**BIG** stories, prominent stars make Fox Films  
worth while

**PROFITS** are what you are after. Choose  
them now; not regrets later

---

**FOX FILM CORPORATION, Limited**

MONTREAL TORONTO ST. JOHN WINNIPEG CALGARY VANCOUVER





## Keep Abreast of the Times!

### READ THE DIGEST

Events are occurring with lightning rapidity in the Canadian film trade.

### KNOW WHAT'S HAPPENING!

It pays you to keep up with "the procession." The Digest each week covers the entire film trade with concise, snappy and authentic news articles, special features and up-to-the-minute departments.

**"WATCH THE DIGEST GROW"**

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.

# **DO YOU**

## **Satisfy Your Patrons' Desire For Live News?**

Our **THREE-A-WEEK** News Service keeps you right up to the minute; that's why we issue **THREE-A-WEEK**.

Used by three of the leading first-run houses in Toronto, Regent, Allen and Loew's, as part of regular program.

Current News given in Animated form simultaneous with Newspaper Reports.

# **Universal Screen Magazine**

---

# **Universal Current Events**

---

# **Universal Animated Weekly**

Get them all. Feature them. Advertise them. The world never had such a craving for news as it has now. **GIVE THEM WHAT THEY CRAVE.**

**BOOK THROUGH YOUR NEAREST**

# **UNIVERSAL EXCHANGE**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





# LITTLE ZOE RAE

With TRUE BOARDMAN in

## “Danger Within”

A dramatization of the gripping story  
“ARE CHILDREN LUXURIES?”

Written by the celebrated fiction writers  
FRANK and CHARLES DAZEY

A Play of Smiles and Tears. A Brilliant Dramatic Gem.

# ELLA HALL

And a Cast of Supreme Excellence

in

## “A Mother’s Secret”



Based on LOIS ZELLNER’S throbbing story “LADY ELDONE’S DAUGHTER”

Produced by DOUGLAS GERRARD

DON’T  
HESITATE

# They’re Bluebirds

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

---

# GENERAL FILM COMPANY (Canada) Limited

Is now distributing for

## GEORGE KLEINE SYSTEM

In addition to their own product from their

**MONTREAL OFFICE:**

**TORONTO OFFICE:**

**6 McGill College Avenue**

**172 King Street West**

---

**This is what the biggest exhibitor in this territory thinks of  
GENERAL FILM SERVICE**

The Imperial Theatre  
Bleury, Near St. Catherine St.  
Montreal

Montreal April 12th. 1918.

General Film Company  
243 Bleury Street,  
Montreal

Gentlemen-;

While we are departing somewhat from our custom in writing praises of productions, we do feel the Boy City productions of Judge Brown's stories are deserving of great merit. We feel that such stories, of the humorous side of life, especially among the boys, depicted in such a manner deserve credit. Would say that we are receiving compliments on all sides, and our patrons look forward to the days each week when we run these stories.

Wishing you continued success, I beg to remain,

Yours very truly,

*How Conover Mgr*

### Book your Full Programme through General Film Company

---

**FLORIDA FILM CORPORATION**  
KLUTHO STUDIOS, JACKSONVILLE, FLA.

**MR. STATE~RIGHT BUYER**

**DONT MISS**



**JOSH BINNEY**



**FATTY FILBERT**

**A**

*Josh Binney*  
**COMEDY**

FOR YOUR NEXT RUN~IT'LL BE A WINNER

1/3 STORY

1/3 PLOT

1/3 SLAPSTICK

NEW SCENERY, NEW PEOPLE, NEW IDEAS

GET THE FIRST RELEASE

**FUNNY FATTY FILBERT**

IN

**FABULOUS FORTUNE FUMBLERS**

(ALSO READY)

**FRED'S FICTITIOUS FOUNDLING**

**FREDA'S FIGHTING FATHER**

**ONE A MONTH TO FOLLOW**

**ERNEST SHIPMAN**  
17. W. 44 ST. N.Y.  
**REPRESENTATIVE**



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 5

SATURDAY, MAY 4th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest  
Publishing Company**  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**MERRICK R. NUTTING**  
Advertising Manager  
**HARRY J. MANHEIM**  
Business Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bligny Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

—  
**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Why Don't Our "Busy-Bodies" Censor Flood of Erotic Fiction?

**F**ILM censorship is the thorn in the flesh of the moving picture industry, both in this country and in the United States. The intelligent censoring of pictures by men who are really competent to do this sort of work is, indeed, rare, taking a general survey of the whole question.

Undoubtedly there are men on censor boards in this country and in the States who understand the requirements of their jobs, and apply common-sense methods in their work of judging what is good, bad and indifferent for public consumption by movie patrons.

On the other hand, there are members of censor boards who regularly give exhibitions of prudishness and "film butchery" that stamp them as human beings of narrow and provincial mental vision. One writer has aptly put it that "the Germans cannot possibly commit greater atrocities upon human flesh than well-meaning ladies do upon helpless celluloid."

The cry has been raised by Canadian "busybodies" and "up-lifters" that the screen must be kept clean. These good people take it upon themselves to tell the vast majority what they will see, and what they will not see in moving pictures. Some prudish maiden lady, active in club circles and church work in her local community, attends a picture show, and perhaps sees a pretty limb exposed a trifle. Immediately she raises the cry that moving pictures are demoralizing the country—and that more stringent regulations must be passed to combat the dreadful evil that is ruining the youth of the land. Thus the work goes on by these self-appointed guardians of public morals and behavior.

All those who labor under the painful delusion that the screen is a detriment to the community and a destroyer of public morals, should bear in mind that the men themselves who have thousands upon thousands of dollars locked up in the film business are just as anxious to keep the business clean and wholesome as are the so-called agitators, and more so, because they have a big investment at stake, whereas the "busybodies" have nothing but an inflated opinion of their own importance as "leaders of thought."

Why don't some of these good people turn their energies to other forms of censorship? There are a number of American magazines with a vast circulation in this country whose erotic fiction offers an excellent field for justified censorship. Here's an example from Hearst's Magazine of this month's issue. The following extracts have been taken from a story in this magazine named "The High Adventure":

"And swept suddenly, by a storm of tears, she flung herself upon him. Her arms clung to him, drew him down until their lips met—the fragrance of her cried out to him poignantly. They were alone . . . they were infinitely alone . . . Down she drew him, down and down, until they lay, merged in a desperate, straining embrace upon the friendly ground."

"Daisy!" he said. He was hoarse; desire ran through him like fire. His lips were dry; in his temples were strange pulses beating savagely against his brain. And then her lips, eager, avid, unquenchable in their thirsting for him . . .

"All at once there was a revolt in him against the desire that had come close to mastering him . . . "No!" he said thickly. And he freed himself, almost roughly, from her clinging arms, and rose to his knees.

"I—I guess—we—why—uh—we're in love, I guess. I—I love you. I want—I want to come home from over there and find you, and I want us to be married, and live together, and have—have babies, maybe . . . "

Rather sultry stuff—what say? Yet this was picked out at random from one of the so-called popular magazines, whose circulation is confined to a great extent among the impressionable young men and women of the land.

If a scene such as this, together with sub-titles similar to the extract you have just read, were flashed on the screen, what a howl would go up to the heavens from the "guardians of the public morals." Yet this class of erotic fiction can be purchased on the news-stands from St. John to Vancouver, and is purchased every day in the year by young people, and no hue or cry is made.

There are tons and tons of "Zippy Stories," "Naughty Stories," "Sex Stories," "Sloppy Stories," "Racy Reading," etc., etc., devoured by the populace, and nothing is said about the matter. But let the moving picture producer try to do the same—and he doesn't want to nowadays—and see how far he would get with it.

## Sunday Closing For Sherbrooke

### Lord's Day Alliance Wins Fight in this Quebec City

According to a despatch dated from Sherbrooke, Que., last Saturday afternoon, the Lord's Day Alliance have won the first round in the fight being put up between the church people and the exhibitors in Quebec over the Sunday closing movement.

A judgment was handed down last Saturday in which the moving picture houses in Sherbrooke will have to close on Sundays. Two proprietors pleaded guilty, and were fined \$20 each by the presiding judge. The charge, of course, was laid by the Lord's Day Alliance.

Sherbrooke is a city of about 20,000 inhabitants. As an index to the public feeling on the question of Sunday closing, the signatures of 3,500 citizens were secured to a petition a few weeks ago, protesting against Sunday closing of the theatres.

This is the first real scrap put up on the Sunday closing movement, and the next move of the Alliance will be watched with interest and apprehension by Quebec exhibitors.

Sherbrooke, Que.—Manager R. L. Vallee, of the Casino and Princess Theatres of this city, pleaded guilty on Friday last, and was fined \$20 and costs for opening his theatres on Sunday. Judge Mulvena gave sentence in the case. This closes up Sherbrooke as far as Sundays go, and adds this city to Quebec and Coaticook in the province of Quebec, where no Sunday opening is permitted.

Montreal.—The Canadian Motion Picture Association in this city do not propose to take any action in regard to the decision of courts in Sherbrooke, according to latest advices. It is considered that it is hardly the business of an association which has practically no membership outside Montreal to fight cases in cities beyond its jurisdiction. It is moreover recognized that in view of the cosmopolitan nature of the city of Montreal the Lord's Day Alliance will hesitate before going the length of attempting to close up this city on a Sunday, especially having regard to the strength of the association here.

## Vitagraph Sues For Large Amount

### Important Action to Protect Producers Against Interference With Stars

The Vitagraph Company of America last week filed suit in the Superior Court at Boston for \$250,000, naming Louis B. Mayer, Colman Levin and J. Robert Ruben as defendants. Albert E. Smith, president of the Vitagraph Company, has engaged Daniel H. Coakley, a well known attorney of Boston, to handle the case, which is an outgrowth of the litigation started by Mr. Smith to prevent Anita Stewart from leaving Vitagraph and entering the employ of Mayer.

The complaint of Vitagraph charges Mayer and his co-defendants with conspiracy in attempting to entice Miss Stewart away from the company with which she began her motion picture career.

This action, like its predecessor, is certain to have an important influence on the entire motion picture industry.

At the outset of the suit to enjoin Miss Stewart from leaving Vitagraph, in which action Vitagraph recently won a final decision, Mr. Smith declared that he was seeking to establish a precedent for the protection of motion picture producers in their contract rights to a star's services. The newer action is a broader development of this principle, because if the Vitagraph Company is successful in its litigation against Mayer and his co-defendants it will serve as a further protection to manufacturers against interference from the outside with stars that they have under contract, and will act as a deterrent to persons seeking to lure players away from a company by offers of fabulous salaries and other inducements.

The Vitagraph Company states its position in this respect in the first part of its complaint, as follows:

" . . . in this connection the plaintiff has built up a great business, and has established for itself an enviable reputation for the high character of its productions and the employment in connection therewith of motion picture actors and actresses known as stars of unusual, unique and exceptional ability, and particularly for its reliability in producing such pictures with the assistance of the stars advertised and announced to appear in its said productions, upon the strength of which announcements and advertisements many hundreds of exhibitors rent and are under contract to continue to rent the said product of the plaintiff."

After making this direct statement of the producer's rights to a star's services and the responsibility of the producer to the exhibitors, the Vitagraph complaint recites briefly the history of Miss Stewart's connection with the company. In this section it is stated that Miss Stewart came to the company in 1912, when she was about seventeen years, and worked as an "extra" for twenty-five dollars a week. She was unknown, says the complaint, to the motion picture industry and to the theatre-going public.

The complaint further recites that Miss Stewart was given opportunity to portray leading roles in costly photoplays, and again taking up the cause of the manufacturer, says that Vitagraph expended several hundreds of thousands of dollars in advertising and publicly exploiting the merits of said productions and particularly the merits of the said Anita Stewart in connection therewith, and in causing her to become well and favorably known to the motion picture exhibitors of the country and to the motion picture theatre-going public, not only throughout the United States but throughout the civilized world where motion pictures are exhibited."

"By reason of her extraordinary and unique ability, her personal charm and popularity as a motion picture actress," the complaint continues, "and by reason of the plaintiff's said advertising and exploiting of her and her said pictures, the plaintiff built up and established an extensive good will and value for all of the motion pictures in which the said Anita Stewart might thereafter appear, and by so doing greatly enhanced the value of the right to engage and control her exclusive services as a motion picture actress."

# NEW TAXATION HITS CANADIAN FILM TRADE VERY HEAVY BLOW

## John Green's Latest Literary Effusion

John C. Green, of the Temple Theatre, Galt, Ont., has issued the following rules and regulations for the guidance of film salesmen who call on him. He has sent copies to all the exchanges.

**"THE CURSE OF DRINK"**  
is nothing compared with the many PROMISES MADE BY FILM PEDDLERS.

### NOTICE!

All film exchanges in future must supply the Temple Theatre, Galt, with all new photos, posters, slides, cuts, press matter, and all accessories promised by your travelers. I don't believe in canceling a contract once made, but will also insist on the exchange filling every promise made. I have just had trouble with an exchange over a "bundle of junk" they sent me that I would not use to adorn a dog kennel, much less the lobby of my theatre. Fair play is a jewel, so let's play fair. Don't misrepresent either your production or the accessories that go with same, and you will never receive a film cancellation from John C. Green. The days of strong-arm, blackjack methods are gone, even in the film business, so I say, gentlemen, play fair! Don't let your travelers say they will furnish anything they cannot deliver, then any exhibitor that plays dirty deserves all the exchange can hand him. In future John C. Green will be a tough old buzzard to sell film to, but when the exchange plays fair and gets away from the idea that my name is "Mr. Izzy Easy" the war will stop and all will be like a June day.

**OVER THE TOP, GIRLS.**

JOHN C. GREEN,

Temple Theatre, Galt, Ont.

## Industry Faces Serious Situation as Result of Government's Drastic Action. Everybody Does Some Worrying

### Head of Board is Very Appreciative

#### Chairman Thomson Thanks The Digest For its Co-operation

The Digest has received the following communication from Mr. Thomson, chairman of the Canadian Food Board. Mr. Raymond S. Peck,

Editor, Canadian Moving Picture Digest, Toronto, Ontario.

Dear Sir:—

I have just seen the copy of The Canadian Moving Picture Digest, with the front page advertisement of the War Garden film issued by this board.

By bringing this film to the attention of the theatre men throughout Canada, you have performed a patriotic service of no small value. If by our joint efforts we are able to encourage city dwellers to grow more food, we shall have given important assistance to our soldiers and our Allies.

I wish to thank you for the splendid co-operation which you have given us. It is all the more welcome because entirely unsolicited, and is none the less appreciated on that account.

Yours faithfully,

HENRY B. THOMSON,

Chairman.

### Toronto Exchange Men Met Wednesday Afternoon to Discuss Present Situation

As this week's edition of The Canadian Moving Picture Digest goes to press, the talk of the film trade in Canada is the drastic measures about to be taken by the Canadian Government in its fiscal budget, which is aimed to raise a revenue this year of \$50,000,000, and the part that the Canadian film trade will be called upon to perform in order to donate its share.

Although The Digest has not been able to give a complete story of the situation to its readers this week, the consensus of opinion is that the tax is an overwhelmingly drastic one to the film business in this country.

A meeting of the exchanges was held in Toronto Wednesday afternoon to discuss the question.

"This is indeed an awful blow at the movie business," declared a prominent film man. "It is just about five times the taxation that is imposed in the United States. We are surely up against it this time good and plenty, according to the present outlook. It is said that the new tax amounts to around 150 per cent. increase duty on film from the U. S."

The Digest hopes to be able in next week's issue to give a general and authentic survey of the entire situation. Prominent exhibitors and exchange-men will be interviewed, and they will tell to our readers some mighty interesting news concerning the situation.

## "Close-Ups" by Peck





# Regal Sales Manager is Back From Extensive Sales Jaunt

**Kauffman Covers Canada From Coast to Coast. Says trade Conditions Are Healthy**

Mr. Phil. Kauffman, general sales manager of the Regal Films, Limited, arrived back in Toronto last Sunday, after a six-weeks' trip that embraced Canada from coast to coast.

In his trip across the continent, Mr. Kauffman had a splendid opportunity of getting first-hand information regarding Canadian conditions, and from what he could gather, taking everything into consideration, the Regal sales official declares that there is a distinct feeling of trade optimism throughout the length and breadth of Canada.

Mr. Kauffman first visited the Maritime Provinces. He stopped off a few days in Halifax, and found exhibitors' business in this important Canadian city striking a merry gait. The city at present is flooded with soldiers, sailors and other transients. It has fully recovered from the disastrous explosion, and conditions in the film business in this particular city were never better. All the houses are doing capacity business.

Business in St. John, of course, was not as good as in Halifax, but it was very fair, according to Mr. Kauffman. The only dull spot on the entire map of Canada at present seems to be the province of Quebec. The exhibitors' end of the film business in this province could be much better. There are a number of reasons for this, and one of these seems to be placed on conscription.

## Canadian West Is Splendid.

After completing his eastern trip, Mr. Kauffman came back to Toronto for a few days, and then hiked for the west. On the way out he stopped off at Chicago and Minneapolis, and found

things booming in these two American cities.

The first stop-off on the western trip was at Winnipeg. "I found conditions in this western city very good indeed," said the Regal official. "There had been a dullness, but I was pleased to see many signs of improvement in the exhibitors' end of the business, and in Winnipeg, and throughout the Canadian West a feeling of optimism prevailed. The Daylight Saving Bill is being felt to a certain extent out there which, of course, affects the early evening show."

"In Calgary I found everything and everybody bustling in this live western city. Conditions, in fact, were exceptionally good there. In Edmonton the situation was fair, while in Vancouver I found conditions very much similar to those in Halifax. Vancouver is a great seaport like Halifax, and has a big floating population due to the lumber business, and the war work going on in the building of ships. Victoria, the city more English than some English cities themselves, is very quiet in all lines of business."

## What He Found Out.

"The trip, which has embraced all of Canada, has convinced me of a number of things with reference to film conditions in this country. First it has convinced me that the Canadian film trade is on a firm foundation, and that there is good reason for the optimism that is shared by all."

"Second; I have seen evidence on all hand that pictures are being booked for longer runs. Good productions that formerly secured a scant run of two or three days, now are getting an entire week, and getting big business by so doing."

"Third; Admission prices are on the upward trend. Prices are higher in the Canadian west than in the east."

"Fourth; The people are getting fed up on 'war films.' By this I mean

the average run of film dealing with the war, stories of the war, etc. Of course there is plenty of room for an exceptional picture like 'Lest We Forget' and a few other real war dramas; but the Canadian people don't want flimsy war stories and flag-waving stuff. As a steady diet it has grown monotonous. What they do want is to go to the theatre to seek relaxation and rest from the grim horror of war that has engulfed them for the past three or four years. This brings to mind the fact that both patrons and exhibitors will welcome clean and good comedy. At the present time in Canada there is a dearth of good film comedy on the market.

## Scarcity of Good Comedy.

"Comedy is what the Canadian people want to-day. Good, snappy, clean, and intelligent comedy. Everywhere I went I was impressed with the need for this class of celluloid."

"There is also a great demand by Canadian exhibitors for good two and three-reel subjects. There is not enough of this kind of film on the Canadian market to-day."

"I was pleased to see the change that is taking place in various parts of Canada in the attitude of the exhibitors regarding contracts. The Exchange Managers' Associations of this country have accomplished much good for the industry. Exhibitors are now more careful in signing contracts, and living up to the contracts they do sign, which tends to better relations between both exchanges and exhibitors. The result of this is that exhibitors are not being oversold by film salesmen, as they were in the days of yore."

"Taking all in all, I was much struck with the splendid trade optimism prevailing in Canada at the present, and I assure you that the entire film trade in this country is in a healthy condition."

Pathe asserts that Bessie Love is more captivating than ever in the comedy "How Could You, Caroline?" which is on its way to early release. Drama is interwoven with comedy, it is said.



# TORONTO AND ONTARIO TOPICS

## BOOKED "THE KAISER."

The Star Theatre, Kitchener, has booked "The Kaiser—the Beast of Berlin" for June 7, 8 and 9th.

## LEASES STRATFORD THEATRE.

Mr. Kemp, of the Classic Theatre, Stratford, has leased the Majestic Theatre, in the same city, and will run both houses for the time being at least.

## SCHENCK WAS IN TOWN.

"Nick" Schenck, of the Loew interests, came in from New York last week on a Canadian business trip that took him to Hamilton, Toronto and Montreal.

## GLAZER IN OTTAWA.

Sammy Glazer, of the Regal, was in Ottawa last week on business. Mr. Glazer says that business in the Capitol City is just fair at present. The Day-light Saving Bill is hurting the box-office.

## WILL TAKE OVER REGENT IN GUELPH.

Mr. Osborne, who operates the Star Theatre in Kitchener, was a caller at the Fox branch in Toronto last week. Mr. Osborne has announced that, commencing June 1st, he will take over the Regent Theatre in Guelph from Reinhardt and Collins. The Regent is a new house.

Mrs. Norris, the well-known exhibitor of Niagara-on-the-Lake, Ont., was a Toronto visitor last week.

## BUILDING NEW THEATRE.

Byng Inlet, a thriving lumber town in Northern Ontario, is going to have a modern moving picture theatre. The house is being erected by a large lumber company for its men and others who live in the town, and it will be turned over to a capable manager when completed.

## OUMET IS OPTIMISTIC.

Ernest Ouimet, one of Canada's leading film men, who heads the Specialty Film Import, Limited, was in Toronto last week visiting the local Pathe branch. Mr. Ouimet states that business conditions with Pathe in Canada are excellent at the present time, and a big increase in the Canadian business has been made.

## MANAGER AT LIBERTY.

Mr. H. E. Stonge, former manager of the Oakwood Theatre and later with the Garden Theatre, is now casting about for a suitable house of his own. Mr. Stonge has had a successful career as a manager and would be glad to get in touch with any one having a live-wire proposition. A letter addressed to him at his home, 153 Oakwood Avenue, Toronto, will reach him promptly.

## RAMAGE IN NORTH COUNTRY.

Mr. C. Ramage, of the Toronto office of Fox Film Corporation, Limited, made a very successful selling trip into northern Ontario last week, and came back to the Toronto office with some exceptionally nice business on Fox pictures.

## REGENT MEN IN BUFFALO.

Ever on the alert for ideas and suggestions for the betterment of the class of music furnished to Regent Theatre, Toronto, Ont., patrons, John Arthur, the leader, accompanied by Mr. Harvey Robb, the well-known Regent Theatre organist, and Mr. Mitchell, the Regent manager, paid a week-end visit to Buffalo last week and visited the various downtown theatres and other places where music is served to the public. An interesting account of Mr. Arthur's visit will be found in the musical department of this week's Digest.

## "LITTLE PALACE OF HAPPINESS"

The U-Kum Theatre, 964 College Street, Toronto, is undergoing a bit of interior decorating that will make this cozy neighborhood house better than ever. The U-Kum is just west of Davenport Road and draws a splendid class of patrons from that section of the city. A very pretty and effective slogan is used, "The Little Palace of Happiness," in all U-Kum advertising. Last week's bill was "Stellar Maris," with Mary Pickford; "The Floor Below," with Mabel Normand, and "The Honeymoon," with Constance Talmadge.

## ROBERTS WAS IN TOWN.

Roland Roberts, manager of the St. Denis Theatre, Montreal, was a week-end visitor to Toronto last week. Mr. Roberts, before taking hold of the St. Denis, was manager of the Regent Theatre in Toronto. He was welcomed by his many Toronto friends, who were pleased to see him once more.



This interesting group of good-looking young people compose the staff of the Toronto branch of the Fox Film Corporation, Limited.

Top Row—Mr. Harris, Mr. Lake, Mr. Murphy, Miss Morgan, Mr. Ramage, Mr. Shreeve.  
Bottom Row—Miss Heller, Mr. Rogers, Miss Chubb.

# Ann Murdock in "The Richest Girl"

Full of the  
fresh zest  
of Springtime

One of the  
Charles Frohman  
Plays in Pictures

A drama  
of love  
and lingerie

Starring the  
inimitable imp  
of the screen,  
supported by the  
able David Powell.



Produced by  
EMPIRE ALL STAR CORPORATION

Available  
at Exchanges of the  
MUTUAL FILM CORPORATION

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



A Few Scenes from  
the Stage Success

# To-Day



Featuring the Famous Star

## FLORENCE REED

Directed by RALPH INCE

Call at our nearest office for dates

Convince yourself  
by having the adver-  
tising shown to you

Give your immediate attention to the above

### Specialty Film Import Limited

St. John, Montreal  
Toronto, Winnipeg  
Calgary, Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# **RUTH ROLAND in "PRICE OF FOLLY"**

Ask the Managers of

**THE PRINCESS - MONTREAL**

**PASSE-TEMPS - MONTREAL**

**DOMINION - OTTAWA**

What they think of the drawing power of this series.

Two-Reel Complete Story Every Week.

Find Dates at Once.

The Daintiest Little  
Star on the Screen

**BABY  
MARIE Osborne**  
*In*



Every Exhibitor will tell you that she is as good a drawing card as there is in picturedom. See for yourself what you can do with her by booking any of her past releases or the next

## **"Dolly Does Her Bit"**

Make your program attractive by showing a variety---  
Serial: "HOUSE OF HATE" Featuring PEARL WHITE  
and ANTONIO MORENO

News: The Official British War Office News  
The Pathe Gazette  
The Pathe News

Ask any Branch Manager for dates either by Phone, Wire or Letter

**Specialty Film Import Limited**

St. John    Montreal  
Toronto,    Winnipeg  
Calgary,    Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



U.S. Exhibitors' Corporation

PRESENT

"THOSE WHO PAY"

"JUST A WOMAN"

"THE BELGIAN"

**3** Big Winners  
Everywhere



"BAR SINISTER"

"THE CAST-OFF"

"WHITHER THOU GOEST"

"THE FIGHTING CHANCE"

"THE FRINGE OF SOCIETY"

**5** Pictures really  
"worth while"

FOUR-SQUARE PICTURES

**SUPERFEATURES, Ltd.**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# MONTREAL AND QUEBEC NOTES

## REACHES ANOTHER STAGE.

Montreal—The Family Theatre fracas, referred to at length the week before last, has gone forward another stage, when proceedings were taken in court last Tuesday against Desmar-teau, at present in possession of the theatre. The case was taken en enquete and held over until Friday of last week, when Judge Leete summed up very strongly against Desmar-teau. He is charged with illegally taking in the proceeds of the theatre and with occupying the house against the will of the owner, Mr. Ogulnik. On Monday of this week a counter charge of creating a riot and disturbing the peace was heard against Mr. Ogulnik. This is in connection with the riotous scenes described in The Digest, but it would appear that they were caused by Desmar-teau and the thugs under his pay rather than by the legal owner of the theatre. Altogether things begin to look as though the Family Theatre will be run in the moving picture interests before many weeks are over.

## BEAULNE RESIGNS.

Mr. Albert H. Beaulne, secretary of the Canadian Motion Picture Association, whose headquarters are at the Imperial Theatre in this city, has resigned, having been offered and having accepted a position with the Pathe Company as Controller of Branches. Mr. Beaulne, in the two months or so that he has been secretary of the association, has given unsparingly of his time and energy in making the association the success it has undoubtedly attained. He has, however, had the fullest and most hearty assistance from all the directors of the association, who have worked well together. What has been done may be gauged by the fact that out of some sixty theatres in Montreal and neighborhood, upwards of forty have already joined the association, making it one of the strongest bodies of its kind ever formed in Canada. Mr. Beaulne's resignation will come before the directors at their next meeting. At the time of writing no successor has been appointed.

## DEASTIC ACTION NEEDED.

A nuisance which is rapidly assuming the proportions of a public pest will be dealt with summarily, and is already being handled with severity in Montreal picture theatres. A few hoodlums and toughs get into a theatre and explode fire crackers and distribute stink pills, which have the effect of creating a panic or making the theatre unbearable for a long time. Archie Laurie of the Midway caught one of these young hoodlums exploding a fire cracker in his theatre and at once had him arrested. He is now doing time. But the worst abuse of all is the powder or pill which emits an intolerable stench, and makes the theatre unbearable for a quarter of an hour at a

time. The youths who are guilty of this offence are more difficult to catch red-handed. Efforts are accordingly being made to go to the root of the trouble and ascertain from what druggists the powder is bought. A case will be made against such druggists and stringent penalties asked so as to act as a deterrent in the future.

## GOES WITH PATHE.

Eugene Lefebvre has given up the management of the Crystal Palace Theatre, and has gone into Pathe's offices in this city. He is succeeded by Arthur St. Germain.

## FAMOUS PLAYERS MOVE.

The Famous Players have moved from 198 St. Catherine Street West to 437 Bleury, where they have taken bigger offices in view of the pressure of business.

## ALSO THE GENERAL.

The General Film Corporation have also moved from 243 Bleury to 6 McGill College Avenue, and are now distributing for the George Kleine System in Eastern Canada. Mr. Cooper is a busy man these days, and looks forward to even busier times in the near future.

## GOING ON ROAD.

F. Leduc of the General Film Corporation, will be going on the road next week. F. L. is likely to do well if he carries the general courtesy of his ways indoors into the work of selling films to theatre managers.

## OFF TO GOOD START.

Johnnie Smythe opens the Screen Club on 319 University Street in the near future, and a long-felt want of screen men will be thereby met. They will have a well-appointed club at their service to meet out-of-town friends either on business or pleasure. Facilities will be provided for lunches and dinners, and there will be recreation, gymnastic, and other rooms. A douche room will also be provided and there will be large rooms at the disposal of conventions and meetings of film exchange and theatre men. Johnnie reports that most of the film men about town have already taken out membership cards, and the club will be off to a good start this month.

Mr. Eugene Lefebvre, manager of the Crystal Palace Theatre, has resigned to take a position with the Specialty Film Import, Limited.

Mr. Lefebvre is returning to his old love, as before becoming manager of the Crystal he was connected with several exchanges. Exhibitors will surely be glad to find him connected with Specialty, as everyone is a friend.

## GETTING TOGETHER.

A meeting of the franchise holders and local managers of the film exchanges was held on Saturday last at the Ritz-Carlton, and the meeting was adjourned to Wednesday next to consider the election of officers and to discuss the formation of a Maritime Provinces Film Exchange Association similar to those that already exist in Manitoba, Ontario, and this province. Manager Margetts of the Universal, and Manager Smith of the Famous Players, were present at the meeting, and will report to their respective home offices on the advantages of forming such an association in view of the facts that were placed before them. Jas. O'Laughlin of Metro Films, was elected president of the Film Exchange Association.

Montreal—On Monday of this week a further meeting of the franchise holders and managers of the film exchanges was held at the Universal offices and practically every member of the association was present. Members were addressed by Mr. R. F. Lennon of the Toronto Film Men's Association, and he gave an interesting statement of what had been done and what was proposed to be done in Toronto. The next meeting of the Association was on Wednesday of this week, when officers were elected, and the formation of a Maritime Provinces Association of Film Exchanges was gone into.

## FILM OFFERINGS IN MONTREAL THIS WEEK.

### LOEW'S.

"A Dog's Life," with Charlie Chaplin; and "An Alien Enemy," with Louise Glaum.

### IMPERIAL.

"A Dog's Life," with Charlie Chaplin; "His Majesty, Bunker Bean," with Jack Pickford; "Naughty, Naughty," with Enid Bennett; "The Honor of His House," with Sessue Hayawaka.

### ST. DENIS.

"Rasputine, the Black Monk of Russia," with Montague Love; "The Social Hypovrite," with May Allison.

### STRAND.

"Those Who Pay," with Bessie Barriscale; "The Face in the Dark," with Mac Marsh.

### HOLMAN.

"The Two-souled Woman," with Priscilla Dean; "The Mother's Secret," with Ella Hall.

### NEW GRAND.

"The Ruler of the Road," with Frank Keenan; "The Song of the Soul," with Alice Joyce.

### TIVOLI.

"A Daughter of France," with Virginia Pearson; "The Danger Game," with Madge Kennedy.

# MARITIME PROVINCE MENTIONS

## Government Imposes War Tax Upon New Brunswick Theatres

### Provincial Legislature Passes Act Which Affects All Theatres In Maritime Province

Naturally the most important news which has interested both exhibitors and exchange men in this vicinity is the tax which has been imposed upon the theatres. The bill was called "The Theatres and Cinematographs Act" and was passed in the Provincial Legislature on Wednesday, April 24th.

The provisions are as follows:—

On all tickets ranging from 5 cents to 25 cents, inclusive, a tax of one cent; from 25 to 50, two cents; from 51 to 75, five cents; from 76 to a dollar, 10 cents; from \$1.01 to \$1.50, fifteen cents; from \$1.51 to \$2, twenty cents. When admission prices are more than \$2 the tax will be administered upon a flat ten per cent. basis.

It is proposed to have the theatres buy these tax tickets of various denominations from the Government, and for the labor of selling them, and seeing that the law is carried out, the Government will allow each theatre a small commission or rebate.

Every person attending a public house of entertainment after June first next will come under this tax, pass holders not excepted. Children are exempted on Saturday afternoons, but pay the tax every other day. All entertainments wholly for patriotic purposes will be exempt.

It is expected that the revenue will net the Government from \$40,000 to \$50,000 annually during the war and much more in times of peace.

F. Potts, of St. John, introduced an amendment to the bill excluding tickets up to ten cents from taxation under the Act.

Premier Foster stated that he had consulted a number of people in regard to the five-cent admission, and he found from his own observation that it was practically the same kind of people who attended the five-cent theatre. There is only one five-cent theatre in the province and it would be unfair to bonus the five-cent show.

Mr. Sutton, another member, said that he was informed that the moving picture business was hardly making both ends meet, and he felt that the

imposition of taxes should be in the hands of the municipalities.

Mr. Potts advocated free educational performances under the auspices of the Government.

T. P. Regan, a well-known lawyer of St. John, was engaged by Mr. W. C. McKay, manager of the St. John Opera House, to represent his interests. W. H. Golding, of the Imperial Theatre, went up to Fredericton also.

The feeling among the exhibitors and exchange men generally seems to be that the bill is as fair as can be expected. Certainly it treats all alike. Robert Armstrong, of the Nickel Theatre, St. John, feels that, as he expressed it in an article in a newspaper, "that the five-cent house is being discriminated against. He thinks the act favors the theatres charging higher prices."

### ROOM 91 WAS POPULAR PLACE.

Halifax hotels these days are reaping a great harvest of shekels, and the film men who go to that city consider themselves fortunate to obtain shelter there. The hotel hallways are strewn with coats, and these are often held at a premium. Room 91 at the Queen's last week housed nearly the entire film representation of the Maritime Provinces and looked like a convention room.

Edward Bizar, of Metro; R. Romley, of Vitagraph, and the Superfeatures representative, arranged to make the best of this one room, but found two other film men there, and later on were aroused by the Perkins representative, who had added his name to the list of those in No. 91.

### THEATRE MAN DIES.

Fredericton, N.B.—After an illness lasting some months David M. Richards died here on April 23rd. He was for many years manager of the Gem Theatre at Fredericton and was a great favorite with all who knew him.

### CHAPLIN A FAVORITE.

A crowd outside the Unique Theatre showed that there was an attraction there, and upon questioning it was found that Charlie Chaplin in "Carmen" still continued to be popular. This is the third or fourth time it has filled the Unique.

### BIZAR GOES TO STATES.

Former Metro Manager in St. John  
Leaves Very Soon.

Mr. Bizar, manager of Metro, St. John, N.B., office, made his farewell trip to Halifax last week and is arranging to return to the States May 15th. Halifax paid a great tribute to both Mr. Bizar and Metro in the business they gave him, as the King Edward, Empire, and Imperial Theatres, three out of the six houses in Halifax, signed up with Mr. Bizar for Metro weekly features. This will be the first time that Halifax has ever given over three houses to one service.

In addition to this, Orpheus and Casino Theatres, two of the remaining three, have signed up for the balance of the big specials of the Metro offices, and Imperial has arranged for second run on some of the specials.

Gem Theatre, Dartmouth, has arranged to follow Halifax Theatres on Metro specials, as well as the Strand, Truro, and Dreamland, of Moncton.

Mr. Bizar has resigned his position with Metro to return to the United States, from where he is a native, and carries back with him the good-will of all Maritime exhibitors who have had any dealings with him.

The Metro office at St. John has been a mighty busy exchange under his regime.

Mr. Bizar, we understand, is going back to the exhibiting end of the film business, having had theatres in New Jersey and Connecticut previous to his connection with the Metro in Canada, and has purchased the Colonial Theatre in Paterson, N.J., and negotiating for another Main Street house in that city.

### MAY MOVE OFFICE.

I. Soskin, general manager of the Famous Players Film Co., was in St. John last week on his way back to Toronto after a tour of the Maritime Provinces. Mr. Soskin told your correspondent that it was very likely the St. John office would be moved to Halifax, as he felt the new tax pressed heavily upon the exchanges.

It is hoped to have "The Blue Bird" here next month.

St. John, N.B.—Friends of W. H. Golding are delighted to welcome him back to the Imperial and to see him looking better for his rest.

"THE SCREEN PAR-EXCELLENCE"

# ACME GOLD FIBRE SCREEN

Manufactured by GEORGE McARTHUR, Jr.

WINDSOR, ONT., CANADA

# For Sale, Wanted, At Liberty

Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.

**WANTED**—By a good, reliable woman, a position to clean theatre, in the morning. Apply Box A, The Digest.

**FOR SALE**—\$8.00 buys set of Hawkins' Electrical Guide; eleven books in all. Apply to Arthur E. P. King, 13 Irwin Ave., Toronto. Phone North 6691.

**WANTED**—Good moving picture violinist. Let me know your price. Have a 350-seat house. Apply James A. Tucker, Princess Theatre, Orillia, Ont.

**WANTED**—Male or female piano player must cue pictures properly. Might also teach and play with dance orchestra on the side. Also good operator; night work only; can handle side line easily; your lowest salary in both instances. Apply Mrs. Butler, mgr. Vulcan Opera House, Vulcan, Alta., Canada.

**FOR SALE**—A circuit of three theatres in three small towns, population 1,000 in each. Each theatre is equipped with Powers 6A machines and accessories including piano etc. Two changes of film per week; excellent railroad facilities; have been in operation five years; a paying proposition. We sell at ridiculously low price; list reasons for selling. Write E.H. Jones Princess Theatre, West Lorne, Ontario. 3t

**Wanted**—Second hand Gold Fibre Screen What have you to offer. Box J.D. "The Digest."

**OPEN FOR ENGAGEMENT**—Experienced musicians; violinist leader with accompanist, having large repertoire for pictures. Ready to go anywhere. Can deliver the goods. What's your proposition? Address M. Verney, general delivery, Sherbrooke Que. 2t

**WANTED**—Operator, with lots of good practical experience to coach an assistant, now preparing for examinations. Saturday afternoon and Sundays available. Replies confidential. State fully. Box X., Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.

**FOR SALE**—Space in this classified section of The Digest at one cent a word for Wanted to Rent or Purchase or kindred advertisements. This publication covers Canada like the dew covers Dixie. It will get you big results.

**WANTED**—A good second-hand A or B Powers machine; also some second-hand opera chairs. They must be bought right to interest me. This is for my new house in Carmangay, Alta. Send particulars to J. W. Miller, P.O. Box 25, Carmangay, Alta.

**WANTED**—Exhibitors, film exchange men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.

**WANTED**—Cellist and clarinetist; evenings only; good opportunity for men otherwise employed in daytime; permanent positions. Apply immediately, stating terms, to Prof. Verney, Casino Theatre, Sherbrooke, Que.

**WANTED**—Live manager for Motion Picture Theatre, for good Western Ontario city; state experience and salary expected; give full particulars. Apply Box T, Canadian M. P. Digest, 326 Spadina Avenue, Toronto.

**AT LIBERTY**—Good operator; am also capable of handling a theatre; can furnish first-class references. What can you offer? Apply Fred Kane, Drummond St., Perth, Ont.

## UNDERSEA DRAMA AT THE PARK.

Commencing Monday, May 6th, the big undersea spectacle, Jules Verne's "20,000 Leagues Under the Sea," will be the film attraction at the Park Theatre in Toronto all that week. The Park is one of Toronto's best neighborhood houses and has been doing a splendid business for some time past.

## IMPROVES WITH AGE.

The Pathe serial, "The House of Hate," unlike many chapter pictures, is said to be getting better and more exciting as each new episode is unfolded.

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173

Toronto,

Canada

## For Sale at a Bargain

One Wurlitzer organ for moving picture theatre; style "U" theatre orchestra; one year in use. In splendid condition with large motor. Cost \$3,300. will sell at a price for cash or cash and monthly payments, write or come and inspect.

Henry McNeil, New Glasgow N.S.

## ELECTRIC SIGNS

Largest Electric Sign Works in Canada

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one year's subscription to the

**Canadian Moving Picture Digest**

Name .....

Theatre .....

Town..... Province.....



# ADVANCE NOTICES FROM THE EXCHANGES

## A NATIVE-BORN CANADIAN MEETS WITH SUCCESS AS PRODUCER OF HIGH-CLASS COMEDY PHOTO-PLAYS.

No name is more closely identified with the production of high-class comedy features than that of H. J. Binney—better known as "John" Binney, and the announcement that he has organized a producing company under the title of the Florida Film Corporation, the purpose of which will be a monthly release of a two-reel "Josh" Binney comedy, will prove of interesting and welcome news to the buyers and exhibitors.

Mr. Binney is a Canadian, and a man of large business interests in the Pacific Coast section. Raised in Vancouver, B.C., at an early age his thoughts turned to amusement activities, resulting from the pronounced success that marked his managerial association with local church and lodge entertainments.

His first effort as a bona fide amusement purveyor consisted of the installing of a high-class dramatic stock company at the Vancouver Opera House. The venture met with quick recognition from the theatregoing public and a long, artistic and profitable engagement followed. Possibilities in the motion picture field next attracted Mr. Binney's attention, and his initial co-operation with Mack Sennet, filmdom's foremost laugh producer, started "Josh" Binney off right, then followed a season of Vogue Comedies for the Mutual programme, which firmly established Mr. Binney as a capable director.

Sunshine comedies were then manufactured under Binney's direction, and were exploited with great success. The "Masterpictures" and "Lion Comedies" next occupied Mr. Binney's attention, his duties including those of president in addition to director-general, and the popularity of this product was but a further evidence that a master hand was at the helm. Mr. Binney's reputation as a producer of successful comedies, naturally, brought him many tempting offers of affiliation and included a most flattering proposition submitted by capitalists of Jacksonville, Fla. After a careful investigation Mr. Binney was convinced that in these overtures were conditions and opportunities which would permit of his putting into operation certain ideas regarding photoplay production, which had long been in his mind, inasmuch as he would have the hearty co-operation of H. J. Klutho, one of Jacksonville's most influential business men, and owner of the renowned Klutho studios. The Florida Film Corporation was organized and the policy of production was the monthly release of a two-reel comedy, and Mr. Binney claims that he now is equipped to produce the very best releases of his career as a director, and that it will be his sole ambition to supply the market with a product that will compare most favorably with the best obtainable.

Funny Fatty Filbert, also known to hosts of audiences as Nathan Dewing, occupies the stellar position in Mr. Binney's acting company, and is a guarantee that the mirth-provoking situations are in most capable hands. His reputation as a laugh-getter has placed him in the very foremost ranks of the funny fat men of the screen.

Arrangements have been consummated whereby Ernest Shipman and his organization will exploit the "Josh" Binney comedies and act as sole representative for the Florida Film Corporation, with headquarters at No. 17 West 44th Street, New York City.

## "DANGER WITHIN."

**Little Zoe Rae Has an Entirely Different Story for Her New Bluebird Feature "Danger Within."**

A smallpox quarantine was the weapon the conspirators used to keep old man Wedgestone from reaching the office on the day they planned to raid his pet stock. The old man was a hard-shelled crabbed old tightwad, who knew the market like a book, but he was caught like a rat in a trap by his crooked general manager and his doctor, who was in debt to the manager and who had plotted with him to secure the quarantine. Just across from the Wedgestone mansion was the modest home of Tom Paulton, one of Wedgestone's clerks. Tom was scrupulously honest and faithful, but not appreciated. His wife was sick and little Dolly was the housekeeper. It was Dolly who brought home the bacon. Out of curiosity she wandered into the Wedgestone mansion through the back door, just as the cook and butler left in a huff. The quarantine officers would not let her out, and in the absence of any of the servants she almost earned a smile from the cross-grained old millionaire. Tom realized that something was wrong and became suspicious. The market was falling on old man Wedgestone's pet railroad stock and it was not being supported. Tom sent a detective to investigate. At the same time Dolly, by a trick, had escaped and the detective helped her to find her father's office, where Tom, with Wedgestone's note as authority, took charge, had the manager arrested, and saved Wedgestone's fortune. Now Dolly has everything her little heart desires.

## "DAUGHTER OR MOTHER."

Can you imagine a woman who was spending her last dollar to impress an American millionaire, and as it were, rolling a proposal around on his tongue, being interrupted in this most important moment of her whole life by the entrance of her seventeen-year-old daughter? That's just what happened to the mother in "A Mother's Secret," which is Bluebird's latest production featuring Ella Hall.

The millionaire thought it was a mighty fine secret, too, and he began to pay almost as much attention to the daughter as to the mother, only he brought the mother roses and the daughter toys. For mother was wise. "You would not think I was the mother of an thirteen-year-old daughter, now, would you?" And the daughter was the only one who kicked on the thirteen. This photoplay, which is based on Lios Zellner's story, "Lady El-done's Daughter," has heart interest which will appeal to both young and old alike.

## "SPOTTED" SOON RELEASED.

Billie Rhodes, the clever, captivating comedienne playing in Mutual-Strand comedies, does a double role in "Spotted," the release for May 13th. Begoggled, moustached and in livery, Billie plays the part of chauffeur, and, in black dress and white apron, she is a most fetching maid. The plot revolves around the desire of a pretty heiress to be "loved for herself alone," who turns her house over to a couple of friends for the entertainment of a handsome young relative, who falls in love with the maid, confesses to her "twin brother," the chauffeur, and finds that he has proposed to a vigorously wooed debutante.

William Russell, scrapper-extraordinary of the screen, has pulled off some strenuous stunts before the camera, but in "Hearts or Diamonds?" the first production of William Russell Productions, Inc., he has eclipsed all previous scenes of his two-fisted career.

Trapped in the laboratory of Gascoyne, the head of a notorious band of diamond thieves, he fights for his jewels and his life. Howard Davies, who plays Gascoyne, is a powerful man and puts up a good scrap against the cyclonic "Bill." While at death grips, Wintermute, the supposed deaf and dumb assistant of Gascoyne (played by John Hough), comes to his chief's aid. Taking a flying leap from the stairs, he lands on his back, the butler with a strangle-hold on his epiglottis, another using a lead pipe as a club, while Gascoyne wraps himself around his legs and bites him on the ankle. "Bill" is finally subdued, gagged and trussed up like a newly-dressed prize pig. He breaks loose again, with the assistance of Adrienne, the crook's beautiful daughter, and proceeds to mop up with the gang when the police arrive.

Russell is still sore and has black and blue marks spread all over his anatomy. John Gough, who played the mute, had to have several stitches taken in his scalp, while Howard Davies, who was "Gascoyne," hobbles around with the aid of a cane. "Big Bill" has an intermittent shooting pain in the region just below his diaphragm, which he suspects is caused by a missing molar he swallowed during the fracas.

# STORIES OF THE PLAYS AND PLAYERS

## TWO GREAT FILMS.

The Fox Film Corporation, Limited, with its usual alertness and aggressiveness, has issued a remarkable film for the Canadian exhibitors entitled "The Kaiser's Agents Exposed." An idea of what the film will contain is given by its title, and all the more interest is aroused both in the minds of the movie fans and the exhibitors, when it is announced that Dustin Farnum, that sterling screen artist, who numbers his friends in Canada, among the thousands, will play the stellar role.

Another timely film that will doubtless take like wildfire in Canada, is the Fox film "Chasing the Kaiser," with George Walsh, who commands a big following in this country. This picture wherever shown has elicited splendid mention from the daily newspapers, and has pleased the movie fans immensely. There is action, and an intelligent and interesting story—not a mere jumbled lot of impersonations and characterizations.

## "THE BELGIAN" SHOWN IN NEW YORK.

"The Belgian," Sydney Olcott's special production, released by the U. S. Exhibitors' Booking Corporation, had its first public presentation in New York last week when it opened at the Eighty-first Street theatre. Valentine Grant and Walter Whiteside are featured in this picture. Miss Grant made a personal appearance at the opening last week. The presentation was given under the personal direction of A. L. Shakman, manager of the theatre. Members of the Belgian Consulate were present and the theatre was specially decorated for the occasion. This remarkable film drama is distributed in Canada through Superfeatures, Ltd., and some splendid bookings have already been secured in Canada. Critics declare it a great war drama.

## COMEDY CAPITALISTS.

Harold Lloyd and Harry Pollard, both of the Rolin film comedies, released by Pathe, recently pooled their fortunes and invested in a black hen. The two capitalists then made a solemn covenant that they would never again buy a lunch, but would subsist on "hen fruit."

The first day the hen didn't make good. But on the third day they were rewarded by a beautiful white egg.

The egg was duly cooked and broken. But sad to relate it proved to be older than the black hen. The egg had been slipped into the nest by members of the Rolin company.

When the smoke cleared and gas masks were no longer necessary, Lloyd and Pollard called in a hen expert. He revealed that the hen was moulting and probably would not lay for some time.

## NEW FARNUM FILM.

### William Begins Soon on "Riders of Purple Sage."

Within a few days, after he has had a brief rest from his triumphant Liberty Loan tour of California and Nevada, William Farnum begins active work as Lassiter in the picturization of Zane Grey's "Riders of the Purple Sage." Lassiter is the Texas Ranger who rides for vengeance into the old Utah.

Mr. Farnum has just returned from Los Angeles from a highly successful



Harold J. (Josh) Binney of the Florida Film Co.

Liberty Bond campaign. He obtained subscriptions for approximately \$2,000,000 and took \$88,000 in bonds himself. Frank Lloyd, who is directing the new production, accompanied the William Fox star, and subscribed \$12,000. Mr. Farnum worked tirelessly for the loan and lost his voice entirely as a result of his impassioned speeches.

A feature of the campaign was that at each meeting held, the highest pledge made by any individual would be doubled by Mr. Farnum. One of his greatest achievements in bond sales was at Reno, Nevada, when \$110,000 was sold in 22 minutes.

Mr. Farnum's supporting cast in his new film consists of Katherine Adams, William Burruss, William Scott, Marc Robbins, Murdock Quarrie and J. Holmes.

Use The Digest for small Want advertisements. Results will please you.

## LITTLE "BABY" TRAVELS ALL OVER THE WORLD.

The latest word of praise for "the little baby who travels all over the world" has just arrived from far away Argentina. It is typical of the many letters which come from all parts of the United States and from foreign countries in which the Baby Marie Osborne pictures are distributed by Pathe.

Alfredo Crocco writes that he saw the charming Pathe feature, "Sunshine and Shadows," at one of the largest motion picture theatres in Buenos Aires. The theatre was crowded with admirers of the "infant" star. Senor Crocco was so favorably impressed by the remarkable personality, beauty and ability of Baby Marie that he sat right down and wrote a letter to Pathe praising the little screen favorite. He declares that all Buenos Aires is marveling that such a young child is capable of interpreting a role with the dramatic ability and expressiveness of a finished actress.

## EXHIBITORS' REPORTS.

### Ann Murdock in "My Wife":

"Must say that we are enjoying your splendid pictures. 'My Wife,' which we ran yesterday, was a very enjoyable picture."—M. R. Tournier, Star Theatre, Mason City, Iowa.

### Billie Rhodes and Charley Chaplin:

"We want to tell you that the Saturday night's program was swell. Charley just made them scream, the Strand Comedy was excellent, and the short drama was good."—B. F. Dillard, Auburn, Nebraska.

### Mutual Features:

"You are sending me the right kind of pictures. My people like them. Many thanks."—J. H. Ward, Hedrick, Louisiana.

### William Russell in "Snap Judgment":

"William Russell in 'Snap Judgment' broke all records last Saturday night, and I am going to make a killing this Saturday night. That Press Sheet that you send out is a dandy. I don't have to go through all my magazines to find out something pertaining to the productions."—Roscoe C. Cuneo, Isis Theatre, Russell, Kans.

### Mary Miles Minter in "The Mate of the Sally Ann":

"Picture very good. Star one of the best. Business capacity."—Levi Stevens, Bijou Theatre, Alpena, Mich.

William Farnum made his first public appearance in a theatre in years, recently, at Pasadena, Cal. He got a loving cup for his trouble. "Bill" appeared in the flannel shirt and other trappings of the outfit he wore in "True Blue."

# SPECIAL --- --- ATTRactions

AT PRICES YOU CAN AFFORD TO PAY

---

"The Garden of Allah"

"Joan the Woman"

"Beware of Strangers"

"The Public Be Damned"

"Parentage"

"Over There"

And also that stupendously virile  
and crashing production

**"CARMEN of the KLONDIKE"**

Every single one of the productions  
herein listed are SPECIALS in every  
sense of the word—they have made  
money for many Exhibitors—they  
will do the same for you!

---

## MONARCH FILM CO. Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



**The Great Million Dollar  
Production You Have  
Been Waiting For—  
CHARLIE CHAPLIN**

IN

**“A Dog’s Life”**

**IN THREE REELS**

**Playing simultaneously  
this week to capacity  
houses in the follow-  
ing Montreal Theatres:**

**Imperial Theatre**

**Loew’s Theatre**

**Francais Theatre**

**Midway Theatre**

**Released in Eastern Canada through**

**METRO FILM SERVICE, Limited**

**MONTREAL**

**TORONTO**

**ST. JOHN**

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

# Releases in Toronto and Montreal for Week Ending May 4th

## TORONTO RELEASES

### FAMOUS PLAYERS—

- "The Bluebird," an Arcraft Special Production.  
 "His Majesty, Bunker Bean," Jack Pickford, 5 reels.

### FOX—

- "The Debt of Honor," Peggy Hyland, 5 reels.

### GENERAL—

- "Bud's Recruit," The Judge Brown Series, 2 reels.  
 "Madison Square Arabian Nights," Vitagraph, 2 reels.  
 "All Stuck Up," Essanay Comedy, 1 reel.  
 "Barnyard Frolics," Pokes and Jabs Comedy, 1 reel.  
 "Wedding Bells and Lunatics," Selburn Comedy, 1 reel.  
 "A Daughter of Uncle Sam," Episode No. 3, 1 reel.

### INDEPENDENT—

- "God's Man," S. B. Warner, 7 reels.  
 "A Modern Lorelei," Tyrone Powers, 6 reels.

### METRO—

- "Weaver of Dreams," Viola Dana, 5 reels.  
 "The Patriot," Drew Comedy, 1 reel.

### MUTUAL—

- "My Wife," Ann Murdock, 5 reels.  
 "Waltzing Around," Billy Rhodes Comedy, 1 reel.  
 Screen Telegram, No. 15.  
 "The Lost Express," Serial.

### REGAL—

- "The Beautiful Mrs. Reynolds," World Special, all-star cast, 5 reels.  
 "The Regenerates," Triangle, 5 reels.  
 Keystone Comedy, 2 reels.  
 Mutt and Jeff Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

- "Twenty-one," Bryant Washburn, 5 reels.  
 "Follow the Crowd," Harold Lloyd Comedy, 1 reel.  
 "Around Central Auvergne" and "Clermont Serrand," Colored Scenic, split reel.  
 Pathe News.  
 Pathe British Gazette.  
 British War Office Weekly.  
 "The Hidden Hand," Serial.  
 "The Price of Folly," Series.  
 "The House of Hate," Serial.

### UNIVERSAL—

- "It's a Cruel World," Nestor Comedy, 1 reel.  
 "Father's Sons and Chorus Girls," L-KO Comedy, 2 reels.  
 Universal Animated Weekly, No. 22.  
 Universal Current Events, No. 51.  
 Universal Screen Magazine, No. 69.  
 "The Bull's Eye," 13th Episode, 2 reels.  
 "The Lion's Claw," 5th Episode, 2 reels.  
 "A Mother's Secret," Bluebird, Ella Hall, 5 reels.  
 "Mum's the Word," Lyons and Moran Star Comedies.  
 "Boy Scouts to the Rescue," 2 reels.

### VITAGRAPH V. L. S. E.—

- "The Suspect," Anita Stewart, Special, 6 reels.  
 "The Little Runaway," Gladys Leslie, 5 reels.  
 "Laws and Outlaws," Big V Comedy, 1 reel.  
 "All for the Love of a Girl," Drew Comedy, 1 reel.  
 "The Woman in the Web," Serial, Episode No. 5.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

- "His Majesty, Bunker Bean," J. Pickford, 5 reels.  
 "Naughty, Naughty," Enid Bennett, 5 reels.  
 "The Honor of His House," Sessue Hayawaka, 5 reels.

### FOX FILM CORPORATION—

- "A Camouflaged Kiss," June Caprice, 5 reels.  
 "A Self-Made Lady," Sunshine Comedy, 2 reels.  
 "The Decoy," Mutt and Jeff Comedy.

### GENERAL FILM CORPORATION—

- "The Accusing Toe," Judge Brown Story.  
 "The Nemesis and the Candy Man," O. Henry Story.  
 "How It Worked," Pokes and Jabs Comedy.  
 "His Fishy Footsteps," Finnan Hadide Comedy.  
 "Slippery Slim and the Green-Eyed Monster," Essanay Comedy.  
 "A Daughter of Uncle Sam," 6th Episode.

### INDEPENDENT FILM SUPPLY—

- "Infidelity," Ella Q. Nilsson, 5 reels.

### METRO—

- "Social Hypocrites," May Allison, 6 reels.  
 "The Rebellion of Mr. Minor," Mr. and Mrs. Sydney Drew Comedy.  
 "The Sign Invisible," Mitchell Lewis, 7 reels. (1st National Exhibitors' Production)

### MUTUAL—

- "The Richest Girl," Ann Murdock, 5 reels.  
 "Her Helping Hand," Billie Rhodes Strand Comedy.  
 Screen Telegram.  
 "Jimmie Dale," Chapter 13.

### REGAL (World, Globe, Paralta, Triangle, Goldwyn)—

- "The Divine Sacrifice" (World), Kitty Gordon, 5 reels.  
 "Alien Enemy" (Paralta), Louise Glaum, 7 reels.  
 1 Triangle 5 reel Feature.  
 "Harps and Halls," Mutt and Jeff Comedy.  
 1 Keystone Comedy, 2 reels.  
 1 Triangle Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

- "Dolly Does Her Bit," Marie Osborne, 5 reels.  
 "House of Hate," "Spies Within," 2 reel Serial, Pearl White and Antonio Moreno.  
 "Price of Folly," "Sin of Innocence," 2 reel Serial, Ruth Roland.  
 "It's a Wild Life," Harold Lloyd 1 reel Comedy.  
 Trinidad, British West Indies, Scenic.  
 Great History of the War, Chapter 6.  
 British Official War Office Films, 1 reel.  
 British Gazette, 1 reel.  
 Pathe News, 1 reel, two a week.

### UNIVERSAL FILM—

- "A Mother's Secret," Ella Hall, 5 reels.  
 "It's a Cruel World," Gale Henry and W. Franey Comedy.  
 "Father's Sons and Chorus Girls," Dave Morris and Frenchy Bianchi, 2 reels.  
 Animated Weekly, No. 22.  
 Screen Magazine, No. 69.  
 Current Events, No. 51.  
 "The Bull's Eye," No. 13, "Sold at Auction."  
 "Lion's Claws," No. 5, "The Secret Document."  
 "Mum's the Word," Lyons-Moran Star Comedy.

### V. L. S. E.—

- "The Deserted Woman," Florence Deshon, 5 reels.  
 "Flirts and Fakers," Big V Comedy, 1 reel.  
 "Woman in the Web," "The Clutch of Terror."

## YOU NEED "WID'S"

### WID'S

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

### WID'S

Reaches the managers of over 5000 of the better class Theatres in the U.S.A. who tell us they cannot get along without WID'S. It will pay you to fill in coupon and mail it NOW.  
 A sample copy Free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.

Times Building, New York City

Please send me WID'S—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

On  
**State Right**  
**Francis Ford**  
in

Supported by  
**Edna Emerson**

**BERLIN**  
via **AMERICA**  
by  
**Elsie Van Name**



This big, timely drama  
sways from the cool,  
calculating destruction  
wrought by the Hun  
agents in our land —  
to the utter desolation  
on the fair fields of France.

Write or wire  
immediately for territory



Go gle

NEW YORK PUBLIC LIBRARY

FRANCIS FORD PRODUCING CO. 1476 Broadway N.Y.C.



**The Entire World is Watching!**



**Give the  
Public what  
it wants!!**



**DUSTIN FARNUM**

**IN**

**"THE KAISER'S AGENTS EXPOSED"**

---

**The Man who commands a following**

**GEORGE WALSH**

**In the right production at the right time**

***On to Berlin***

**"CHASING THE KAISER"**

**Pertinent Pictures Ensure Popularity**

**FOX FILM CORPORATION, Limited**

**MONTREAL TORONTO ST. JOHN WINNIPEG CALGARY VANCOUVER**



5  
PRICE  
CENTS

MAY  
11th

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS



"TWO SOULS WITH BUT A SINGLE THOUGHT"

DAVID B. GALLY, MARIE LAMBERT AND THE APPLE in "MODERN EDEN"

Comedy Produced by Pan-American Film Company, Limited

Studio: Trenton, Ontario

(SEE PAGE ADVERTISEMENT IN THIS ISSUE.)

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
Canadian Moving Picture Digest  
PUBLISHING COMPANY

MONTREAL  
Room 2, Imperial  
Theatre Bldg.



# **"THE KAISER"**

## **"THE BEAST OF BERLIN"**

Rupert Julian's masterpiece. A sensational expose of the Kaiser's private life. Canadians at the present time cannot learn too much about this "BEAST". Give them what they want.

# **"The Price of a Good Time"**

Featuring

**MILDRED HARRIS**

Broke all previous records in history of Princess Theatre, Sault Ste. Marie. Manager would have liked it for longer run but it was booked up. Don't make his mistake. BOOK NOW.

# **"The Doctor and the Woman"**

Featuring

**MILDRED HARRIS**

Thousands of readers who have read Mary Robert Reinhardt's famous novel "K" want to see this production.

**JEWEL PRODUCTIONS**

Released by

# **STATE RIGHT FEATURES**

**TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# Your Summer Receipts Assured

Your patrons need something to entice them into your theatre in the nice warm summer evenings; something thrilling and intensely interesting; something or someone whose future they are particularly interested in. We can supply you with this material.

## "THE BULL'S EYE"

Featuring  
**EDDIE POLO**

Is he going to be released from the hands  
of his captors?

## "THE LION'S CLAW"

Featuring  
**MARIE WALCAMP**

How will she escape the wild animals and natives  
of the jungle?

18 WEEKS OF ASSURED RECEIPTS  
**UNIVERSAL SERIALS**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# This Announcement Appeared

"OH BOY, HERE'S

**You're busy.**

Every one of any importance in this business is busy. The individual who is not busy is not worth while.

In the very extensive and comprehensive trip during which in the past four months I visited the most prominent individuals in the exhibiting, the distributing and the producing departments of the industry I made special enquiries with reference to the "trade paper" situation.

## They Don't Read Them.

Invariably the answers were the same: "I don't have time to read them. Because of the press agent bunk, I wouldn't know what to believe if I did." Most every one said: "I read the ads., skim the headlines, and then put it to one side, intending to read some particular article later when I have more time."

Rarely does that time come, and after a few of the bulky collections of press agent sayings accumulate, they go into the waste basket unread.

## The Solution.

I now present the solution of the "trade paper" problem—worked out after several years' study and recently verified and approved on my trip of investigation.

## There Was a Reason.

When the facts are understood it is not hard to realize why WID'S has succeeded.

## Experience Was Necessary.

I am the only individual who ever undertook to review films, who has had practical experience as exhibitor, sales manager, publicity man, distributor and director. This experience has extended over a period of twelve years. I have the confidence of every big individual in the film industry. They know I am honest. Some have tried my honesty with alluring temptations.

## Building for the Future.

But, remember this: It is not only a question of morals with me. In my position honesty is good business. It would be ridiculous for me to consider anything except merit in writing any review. I constantly have my reputation, my prestige, my entire future at stake, and I am building for the future.

## The Ordinary Reviewer.

The inexperienced reviewer who works for a trade paper has nothing at stake but his salary. He is not going to get in bad with any good advertiser when he knows that his money really comes from the advertiser, who can complain to his boss and get him fired.

## Bulky Papers' Printing Costs.

Present day trade papers lose from fifteen to twenty-five dollars on every yearly subscription. It costs about twenty to twenty-seven dollars a year to issue each copy, and they get in return two dollars a year for a subscription. The advertiser pays the difference—which when figured at several thousand times 25 becomes quite a sum paid out by the producers each year for printing cost of trade papers alone.

## Here It Is.

Beginning next week WID'S will be issued as a DAILY, with the reviews in the Sunday issue. It will be the ideal service for the worth-while individual, the sincere, earnest, busy man.

WID'S Daily will give you each morning all the news in short, snappy paragraph form. WID'S Daily will contain news and news only—no bunk.

## Reviews Before Release.

By special arrangement I will personally review every feature, and will make every effort to see them well in advance of release date—something which has been impossible in the past because of the absence of the efficient organization which I have now perfected to take care of all routine detail. I can now devote all my time to reviews, and so catch the new features before release. I will begin reviewing again personally next week.

## Will See Them All.

Fresh from this wonderful trancontinental trip which has been both a vacation and an inspiration, I will be able to do even better work than that which you have liked in the past. Each day there will appear in the Daily a review of the best one of the three films seen that day.

## Easy to Read.

WID'S Daily will be in pamphlet form. The intention is to condense everything so that you may read and absorb all the vital news of this ever changing industry, and then throw the Daily away. It will be so small enough to read in a few minutes anywhere, and can be carried about in your pocket without inconvenience.

The news will be gathered by a staff of real film and newspaper men headed by LYNDE DENIG, who has been Editor of the DRAMATIC MIRROR for two years. Mr. Denig will be editor of the Daily, and FRED SCHADER comes from VARIETY to head the reportorial staff.

## Better "Box Office Angles."

Each Sunday the weekly review service will appear, with a sharper line drawn between the technical criticisms and the box office analysis, and a decided elaboration of the advertising suggestions given to exhibitors. RAY BAGLEY, a truly successful advertising man, who has been with Ralph Ruffner in Spokane, Wash., and with Manager Otis Hoyt of the Liberty Theatre in Long Beach, Cal., will assist me in preparing advertising suggestions.

## Better Filing System.

The six reviews printed in the Daily will be repeated in the Weekly, together with the ten other features reviewed that week, so that it will not be necessary to save the daily issues for filing purposes. A special arrangement by which only one review appears on each sheet of the Weekly provides a loose-leaf filing system, where desired, with binders that will make it possible to file the features of any program, producer, director or star together or alphabetically, thereby making the service perfect for reference purposes.

## No Extra Charge.

Because of the small size of WID'S Daily it will still be possible to issue both the Daily and the Weekly Reviews with the same charge of ten dollars a year for subscription. Consequently the present subscribers will all receive the Daily without any additional charge. Because of the very gratifying increase in the number of subscribers to WID'S in the past year, the cost per copy to issue the Daily will be decidedly below ten dollars. Of course this does not take into consideration a fitting salary for me, but I intend to build and build until WID'S does pay properly.

# in "WID'S" Last Issue

## REAL SERVICE"

### It Was Fun to Say "No."

My work has brought me many offers at handsome salaries. I had the extreme pleasure recently of refusing an offer of \$50,000 a year. I prefer to remain my own boss.

### Generally Skim Ads. First.

Everyone everywhere said that in reading the present day trade papers they skim through the ads. first. It was generally agreed that an ideal service for the busy man would be a combination of accurate, honest reviews, condensed news without any press agent bunk, and official announcements by the manufacturers—accurate because they are paid for.

### Good Money Wasted.

Everywhere I found the exhibitors complaining over the advertising money being wasted by the distributing companies in the various trade papers. They all said: "These worn-out adjectives and fancy-colored inserts don't sell us any film, and I never see more than one of the seven or eight books he prints this ad. in, anyway. Why doesn't the producer spend this money in helping us reach the public? Why not give us those fine plates for our ads?"

### Real Service Needed.

Mr. Exhibitor is right. The producers need exploitation service departments in their exchanges, with men there on the job to actually see that the exhibitor gets the proper assistance in putting over a film. These men should make regular trips to the theatres playing that company's films. That is practical, efficient business.

### After Sixty Days.

It is of no use to advertise with glowing adjectives and fancy colors to reach a man who is going to play a film after it has played for sixty days in his territory. He has had a chance in that time to find out whether the film is great, good, poor or rotten, by enquiring of his friends who ran it. Whatever the producer said about it sixty days before means little in his young life.

Fifty prints playing sixty days means 3,000 theatres, and when you count week runs, three-day runs and time lost in shipping, it will be nearer four months before 3,000 different theatres play a film.

### Reach Real Owners.

WID'S is now being read by the owners of over 5,000 theatres. There is no wasted news stand circulation—no fan circulation. The actual owners—the men who transact the theatres' business—read WID'S. My Daily news service will soon bring this circulation to a point where every person in the film industry of any importance whatever will be reading WID'S every day.

WID'S now offers the producer an opportunity to reach the real people in the industry without wasting his money in multiple page ads, and colored inserts in publications that are not read.

### Merit Downed Accusations.

Undoubtedly the fact that no advertising was accepted from manufacturers of features gave WID'S a unique prestige of independence from the start. Soon, however, exchange men and salesmen began to say that WID'S did not

accept advertising but did accept money without printing the ads., and then it was necessary for WID'S to fight through on sheer merit. WID'S has done this, and has made good. I have a reputation for sincerity that is priceless.

### An Efficient Buy.

In the future anyone who desires may take advantage of the ideal circulation of WID'S to reach the busy, worthwhile individuals in the film industry. They may buy space at regular rates and make announcements. They will get the space they pay for—nothing more. They will get no pictures of stars, no fake interviews with the boss, no stories about Lizzie knitting sweaters—in other words, none of the usual bunk.

### No Chance for Arguments.

In order that there shall never be any chance for a misunderstanding, all advertising is to be paid for cash with "copy." This is to avoid the possibility of having anyone feel that an overdue bill might have had something to do with a difference of opinion as to the merits of any film. I am playing the game with my cards on the table and am making it very clear to every advertiser that he is buying valuable advertising space and nothing else.

### Space Limited.

There will be only about 30 advertising spaces to be sold in the Sunday issue. It will never be enlarged. WID'S will never be bulky for two splendid reasons: One is that it becomes hard to read; the other is that when the cost of publishing exceeds the revenue from subscriptions, the publisher is at the mercy of the advertiser. I intend to keep clear of any such embarrassing condition. WID'S will always be independent.

### A Complete Service.

WID'S was built for service. It now presents a comprehensive, intelligent service to the entire industry.

WID'S service will never be dependent on advertising support, and I guarantee to all my subscribers that my reviews will continue to be as honest, fearless and independent as in the past. I value my reputation above everything else.

### Reputation at Stake.

It is all a question of personal integrity. I have my prestige at stake. I guarantee intelligent service and feel that by offering to the busy man, in tabloid form, reviews, condensed news, and advertising announcements, I am presenting the most perfect and efficient service ever conceived in the film industry.

The daily service will begin on May 8th. Do your bit to-day, and tell your friends about this wonderful new daily service of news and reviews. Surely that is worth ten dollars a year of any man's money.

Remember, the daily news and reviews in the Sunday issue, all for ten dollars. Write to Bill, and Jim, and Steve, and tell them to join the Happy Family. They will all want the Daily, whether they do the booking for their houses or not. Do your bit to-day; and remember—I always welcome suggestions!

**WID GUNNING**



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 6

SATURDAY, MAY 11th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**MERRICK R. NUTTING**  
Advertising Manager  
**HARRY J. MANHEIM**  
Business Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**  
  
**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

**CORRESPONDENTS**  
---  
**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal  
  
**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard  
  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

### Government Decides to Spread War Tax Over Whole Industry

**T**HE news from Ottawa that the import tax on films has been adjusted on a much more equitable basis for the Canadian film industry, is good news indeed, and comes as a decidedly welcome relief to everybody interested in the moving picture business in the Dominion. The readjustment, which was made at Ottawa the first of this week, makes a much more fairer distribution of the burden all around, which should work out for the betterment of the Canadian trade in the months to come.

The import tax has been cut down from five cents per lineal foot to three cents per foot, and this will be paid by the exchanges. The exhibitors will be asked to pay a reel tax of from 10 to 15 cents per reel per day. The exact amount has not been officially fixed, but it looks as if it would be 15 cents, with hopes that a final adjustment will make it 10 cents per reel per day.

It can be readily seen that by this new arrangement of the burden there will be a much fairer and better equalization of the tax, taking part of the tax from the exchanges, and a portion from the exhibitors also.

To Mr. A. S. Aronson, Secretary of the Regal Films, Limited, Toronto, goes the major portion of the credit for the solution of this vexing problem. It was largely through his aggressiveness and keen analysis of the situation, and the ability to present the case of the film industry to the government in the most convincing manner that the adjustment was made. He, indeed, was the "father" of the movement, and the thanks of all in the business should be given to him for his untiring efforts in their behalf.



### Read The Canadian Moving Picture Digest For Authentic Canadian Film News

# Government Will Impose Reel Tax Upon Canadian Exhibitors

**Exchanges will not be asked to Bear the Entire Burden of War Tax on Industry. Duty on Imported film is lowered**

By the prompt and co-operative action on the part of several prominent exchange men and exhibitors of Canada, the disastrous blow aimed at the Canadian moving picture industry by the government at Ottawa, in an effort to raise money for war purposes, has been lessened to a great degree. Everybody in the trade is breathing easier.

Last week the entire industry was thrown into a chaotic situation by the announcement that the Canadian government in the budget brought before the House had levied a tax on imported film which amounted to an increase of exactly 150 per cent. Ruin stared the whole moving picture industry of Canada in the face. The situation was serious and acute.

It was evident that action of the quickest kind should be brought into play immediately. Three of the largest film exchanges operating in Canada, therefore, sent the following night lettergram to every exhibitor in this country:—

"Wire and have your lawyer, broker and other influential citizens wire your member of Parliament in Ottawa, and ask him to oppose the imposition of the new tax of five cents per foot on films. This increase of 150 per cent. over present duty is a larger burden than the moving picture business can stand. In view of the fact that the increase on other articles averages about ten per cent., this terrible tax imposed on films cannot be justified, and, if imposed, means the ruination of the business. Final action is now being taken at Ottawa, so lose no time wiring your member."

This message showed the true seriousness of the situation, and messages from all parts of Canada were soon pouring in on the members of Parliament.

Sunday night Mr. A. S. Aronson, Secretary of the Regal Films, Limited, Toronto, accompanied by M. H. Ludwig and Alex. Fasken, left for Ottawa to place the entire matter in its true light to government officials. They were joined in Ottawa by L. Ernest Ouimet, of the Specialty Film Import, Limited, of Montreal, and Ernest La Fontaine, legal adviser for the Exchange Managers' Association, of Montreal.

On Monday the delegation of film men, representing the moving picture interests of this country, met with high government officials, and then a lengthy conference resulted. The government had practically made up its mind to go through with the new import tax, as was first intended, and the film men met with stiff opposition to all their arguments. Mr. Aronson pointed out forcibly the grave injustice that would be done to this industry if the law was allowed to stand as first planned.

Finally it was agreed by the government officials that the tax be reduced from the proposed five cents per lineal foot to a flat three cents per foot, but that the exhibitors should be taxed on every reel used. This tax was fixed at 10 or 15 cents per reel per day. The government has placed the collecting of this tax upon the shoulders of the Canadian film exchanges.

In future, therefore, when the exhibitor pays for his service, he also must pay to the exchange his reel tax on all reels taken from the exchange, and this tax is then turned over to the government.

Every one will agree that this is a practical solution of the problem, and those who laid the matter so thoroughly before the Ottawa officials should receive the thanks of all in the trade in this country.

## Splendid Letter from Mr. Golding

**Prominent Maritime Exhibitor Discusses Subject of Interest to All of Us**

St. John, N.B., April 23, 1918.  
Editor The Digest.

Having just emerged from a veritable welter of taxation problems, both civic and provincial, I feel a short discussion of these subjects, which contain some real novelties in method, etc., might be instructive reading to my fellow-managers throughout Canada.

On my desk to-day I find a courteous note from our wideawake young Premier, Hon. Walter E. Foster, accompanied by a copy of a bill introducing this ticket tax on entertainment patrons. This bill has got to be introduced to this Legislature, but as it is an emergent government measure to raise money quickly, it will doubtless be put through without alteration.

In some respects our N. B. ticket tax bill is the best piece of legislation of its kind yet produced in Canada. This is perhaps the result of Premier Foster's willingness and eagerness to discuss thoroughly with the theatre people the various phases of his proposed bill, so that the utmost of co-operation could result in collecting the levy, and, furthermore, making the rates non-oppressive upon public and entertainment houses alike.

The scale to go into effect June 1st is as follows:—

5c. to 25c.—A tax of one cent.  
26c. to 50c.—A tax of two cents.  
50c. to 75c.—A tax of five cents.  
76c. to \$1.00—A tax of ten cents.  
\$1.01 to \$1.50—A tax of fifteen cents.  
\$1.01 to \$2.00—A tax of twenty cents.  
Excess of \$2.00—A 10 p.c. flat rate.

All patriotic entertainments exempt from any tax.

Children twelve and under will have to pay their one cent tax on their nickel admission ticket on all afternoons but Saturday. This was a pet scheme of the Premier's, to let the little ones have their weekly school holiday for movie shows free of extra money.

An agitation to exempt adults at all times in a straight five-cent house in St. John is expected, but it is probable the Government will enact its legislation without change. This proposal is tantamount to subsidizing the 5c. house, and besides being a glaring discrimination, would destroy the spirit of the whole bill, that of raising revenue on luxuries, so-called. However, at this writing, it is not known what the outcome of the attempt to exempt the cheap show will be.

St. John, N.B., April 22, 1918.  
Editor the Digest.

I have just returned from the Legislature at Fredericton, where the St. John City Fathers are having their new assessment bill crystallized into law. The city's taxation system has for years been a complicated and cumbersome affair and failed to dig up much hidden wealth, camouflaged profits, and other assessable values, while the ordinary citizen was being more heavily burdened each year. A commission consisting of a college professor on economics, a learned lawyer, the mayor of the city—finance official—and the president of the Board of Trade, spent months digging, delving and investigating, here, there and everywhere, to build a set of rules and regulations that should meet all requirements and let nobody escape, unless equity demanded he should.

So the Tax Commission came to the motion picture business question. Their verdict was as follows—and mark this well, for it is brand new stuff, I am told:—

(a) When the profits of a theatre shall amount to 5 per cent. of the gross income from admissions, the tax shall be 1 per cent. of the gross. In other words, a house doing \$100,000 worth of business in a year, and making 5 per cent. of that amount (\$5,000 yearly, or \$100 per week) in profits, would have to pay 1 per cent. of the gross, or \$1,000 as a tax.

(b) If the profits went to 7½ per cent. of that gross—\$150 per week profit—the tax be 1¼ per cent., or \$1,250.

(c) If profits soar beyond 7½ per cent. of the gross—say, for instance, to \$175 per week—the levy be 1¾ per cent. of the gross, or \$1,750.

Truly this was taxation with a deep-dyed vengeance. Though sick in bed at the time I could not let this matter go unexplained, so I received a very kindly hearing at the seat of government, and laid my case before the Municipal Committee, who were then scrutinizing the St. John bill prior to its introduction in the House. I succeeded in convincing the legislators that their sliding scale not only doubled, trebled and quadrupled our present taxes, but actually annexed one-fifth to one-quarter of all the profit a large house could possibly make. Furthermore, it took no cognizance of a theatre's losses and by taxing on the gross income it only added to the theatre's deficit in backward

The committee thereupon ordered the bill back to the commission for readjustment, but we were not successful in having the clauses dropped in favor of a graded license.

However, at subsequent conferences, at which Lawyer T. P. Regan, of St. John, represented the St. John Opera House, the scale of levy was reduced from 1 per cent, 1½ per cent. and 1¾ per cent., to ¾ per cent., and 1 per cent., and 1 per cent. again. Thus the reduction of the rate gives considerable easement to the large theatres and materially assists the little fellows.

I may mention that the tax, based on gross income, eliminates a seat tax (30c. per seat), and a tax on net profits at about a \$2.50 rate per \$100.

So don't get excited or downhearted, fellow managers, if you some day become the object of a "grand offensive" of tax experts. Just stand your ground and show them your actual bookkeeping. Even bank managers, who ought to know, think we are all becoming millionaires, so how can you expect the theoretical economists to get our number correctly. Furthermore, as citizens and business men, we are entitled to a thoroughgoing discussion, and I think these letters of mine to-day will prove to you that much can be accomplished in a quiet, gentlemanly way, and that a trainload delegation of "devouring wolves" is not always an effective method of preventing a simple case of business arithmetic.

Yours fraternally,  
WALTER H. GOLDING,  
Imperial Theatre,  
St. John, N.B.

### THE INEVITABLE.

The man who talks to ladies with his hat upon his head,  
The man who sits up, tries to tell his secret—falls back dead!  
The fearful fire, the falling hut, the rescue, all in red,  
The poor girl in expensive nightie, sobbing by the bed,  
The ragged waif with dirty face and hair in lovely curls,  
The dormitory full of cutest pink pajama girls,  
The little spike-moustached Counts and tall and bearded Earls,  
The crook who steals the necklace which is formed of perfect pearls,  
The Vampire with those clingy clothes, who smokes a cigarette,  
The Demi-Mondaine with the furs and long earrings of jet,  
The juvenile who loses all at cards or on a bet,  
The girl who's rescued from the waves whose hair's not even wet!  
The western barroom scene with dance-girls and a stirring fight,  
The moonlight on the water, colored blue to prove it's night,  
The Ma-in-law who's angular and mean—a perfect fright,  
The kid who leads her parents from the wrong path to the right,  
The plot that's full of horrors and which proves to be a dream,  
The puppies in a basket and the kittens licking cream,  
The girl who puts her hand to mouth to stifle up a scream,  
All these we see three sixty five days on the Movie Screen.

# Instilling New Vigor Into Ontario Exhibitors

## Protective Association of this Province Should be Made Into Strong Body. Need is Great.

An effort is being made by President W. A. Bailie, and other officers of the Motion Picture Exhibitors' Protective Association of Ontario, Limited, to arouse the members and instil new life and action into this body of Ontario exhibitors.

The association has laid dormant during the past year, due in a great measure to the members themselves, according to officials of this organization. The members, so say the officials, have not paid their dues or attended meetings or taken any interest in the work of the association as a whole. This is indeed a deplorable state of affairs, because there is real work to be done by a strong exhibitors' association in Ontario, and it is certainly to the interest of the Ontario exhibitors to get together and pull together.

Much good has already been accomplished in Toronto among the exhibitors, due to the untiring efforts of Mr. W. A. Bailie, the new president of the association, who was elected to office about one month ago. Mr. Bailie has called personally on every exhibitor in the City of Toronto and has enrolled them as members. Every picture house in the City of Toronto, with but one exception, which is a large new downtown theatre, has taken out a membership. This is indeed encouraging for the officials of the association.

There is great need at the present time for unity and action for the protection and welfare of the exhibitors both in Toronto and Ontario. As an instance of this it might be mentioned that at the present time the association is appealing six cases of Toronto exhibitors, who were fined recently \$20 to \$50 each for alleged violation of the children's by-law, which, according to the magistrate's interpretation of the Act, means that a child must be accompanied into the theatre and sit with whoever buys his ticket, and come out whenever the purchaser of the ticket also comes out.

According to this rendition, it is a physical impossibility to seat every child who comes in with an adult beside them.

The association is fighting this decision with great vigor. As an instance of what has been done, it might be stated that President Bailie, accompanied by a deputation of the leading exhibitors of Toronto, called on Mr. White, solicitor to the treasury, at the Parliament Buildings, asking for an amendment to this Act whereby a change could be made to allow children of any age to enter a moving picture theatre unaccompanied by any adult on Saturday afternoons and holiday afternoons.

The Government officials were greatly impressed with the justice of the claim.

made by the association, and promised that a delegation of the Ministerial Association and the Children's Aid Society meet with President Bailie and other officials to see if the matter could be satisfactorily adjusted to all concerned.

### OUT-OF-TOWN EXHIBITOR ASLEEP

The out-of-town exhibitors in Ontario are "asleep at the switch," so declare the officials of the association. Every effort has been made within recent weeks to arouse them to the necessity of concerted action. President Bailie sent out over 90 personal letters, calling attention to the fact that they were in arrears in their dues, and asking for settlement. Out of the 90 letters sent out to various Ontario exhibitors, only three replies were received.

In discussing the question, President Bailie said to The Digest: "We know that things have been run pretty lax of late with the association, but we feel that when we devote our time and energies to trying to place the association on a firm foundation, and instill new life into the body, that we are entitled to a hearty response and co-operation from out-of-town exhibitors. If any exhibitor feels that he has a grievance let him write directly to me, and I will assure him that his letter will be answered, and every reasonable effort made to adjust the complaint."

"We feel that if half the time employed by some exhibitors in 'knocking' the association were used in boosting, that we sure would have a creditable organization. An instance of co-operation and 'pull-together spirit,' from which we may well copy, is found in the recently organized Exchange Managers' Association. In this body you will find close co-operation and unity, and this is the main reason for their strength."

The Canadian Moving Picture Digest believes that the time is ripe for a strong Exhibitors' Association in this province. There are many evils to combat which cannot be done successfully unless there is a strong and workable body to do the work. The association has been revived and is now under way, with splendid prospects for success. However, to make it a continued success, every Ontario exhibitor should put his shoulder to the wheel and help the cause along. President Bailie is devoting considerable time to getting the proper spirit into the association. If any exhibitor wishes to communicate with him a letter will reach him at 1012 Dorecourt Road, Toronto.

Ella Hall, the captivating and petite screen charmer, is soon to start work again under the direction of Harry Pollard, who directed Marguerite Fischer at the American studios at Santa Barbara. The story is being whipped into shape, the supporting cast selected, and by early next week the actual shooting of scenes will be commenced.



# Exchange Man Makes Reply to Recent Article by John Green

Mr. John C. Green, Galt, Ont.

Dear Friend "Jawn":—

It was with great interest that I read your lamentations and exhortations to the exchanges and "boys" who try to sell you "photo-dramas" that Mamie in the office said were "beauts." Permit me as, a good friend of yours, exchange manager and old show-man like myself, who has seen it all from the soaproll out with the dummy ballyhoo to the producing end of the world's "fifth industry," to give you a few timely bits of advice "which wise men need not and fools won't take anyhow." First, Jack, contracts to-day are not mere "scraps of paper," and the exhibitor in the small town has the privilege of booking HIS choice, and not the salesman's, and securing his paper, photos, etc., so far in advance that on receipt of same, should it arrive in dirty condition, due to careless handling by other exhibitors, both great and small, it could be immediately snipped back, providing that the far-sighted exhibitor specified in his contract that he must have new paper.

And listen — a good showman wouldn't rely on the word of a film salesman, exchange manager or even the man who made the picture. He would indeed be a poor "cinema" manager who, because he picked a "lemon," advertised the fact to his audience. The poor little "Irish?" film salesman trying to get along in this cruel world would do well telling the exhibitor that his firm's latest release was a "quince," wouldn't he?

"Jawn"—in my limited experience as a showman for thirty odd years I have always been lead to believe that the goods I am selling are positively the best. Perhaps this is why I am one of the exchange managers who hasn't his suit-case packed and ready under his desk.

The small-town picture house "magnet" gets the cream of the pictures. As a rule, he has only one opposition house to buck, and twelve or so exchanges releasing at least two picture melodramas, or twenty-four pictures, a week. Jawn, for the love of Mike, isn't there two good productions in this assortment of "canned" pictures?

Of course, if you sign the two-a-week, the "fifty-two weeks' death warrant," you will have to get everything but the license—"Mamie's judgment," dirty paper, a cut and the two photos that were sent back from the "Greasy Vest theatre" in Deadbury, and you will take them too—you wanted to dance, so now pay the fiddler.

You're a good listener, Jawn. This is admitted. And you only call yourself a fair talker; shame on you; "credit to whom credit is due." If your telephone meter registers anything like twenty bucks per month, you're a GOOD talker, and the old adage, "talk is cheap," is an exploded fallacy.

"If it rains the exhibitor loses, why shouldn't the exchange?" says you. We exponents of the all-star crowning achievement of the film business should

send a weather-man to the exhibitor with every shipment of reels in order to check up the days on which weather conditions were unfavorable to our twenty-five dollar booking in Alaska and credit same to our good friend, of which we now have two hundred. You will have to give us a much better argument to convince us hardened shell-backed grafters in the arm chair that you are right.

Revolutions are taking place in every country and in every industry, and some day you fellows will get together and you and I, Jawn, who have grown old in the business, will be content in our declining years to sit in our old 2 x 4 and let some two-months-in-the-business Johnny, who has better judgment, more executive ability and more advanced ideas be the president, treasurer, and the whole shooting-match in what would be the hardest effort of his career, viz.: forming an organization of loyal (to each other) brother-exhibitors.

When the time comes I wouldn't wonder but what you may be publicity man for William Shakespeare's new productions, with scenic studios in heaven. If he's not there I will apply for the position.

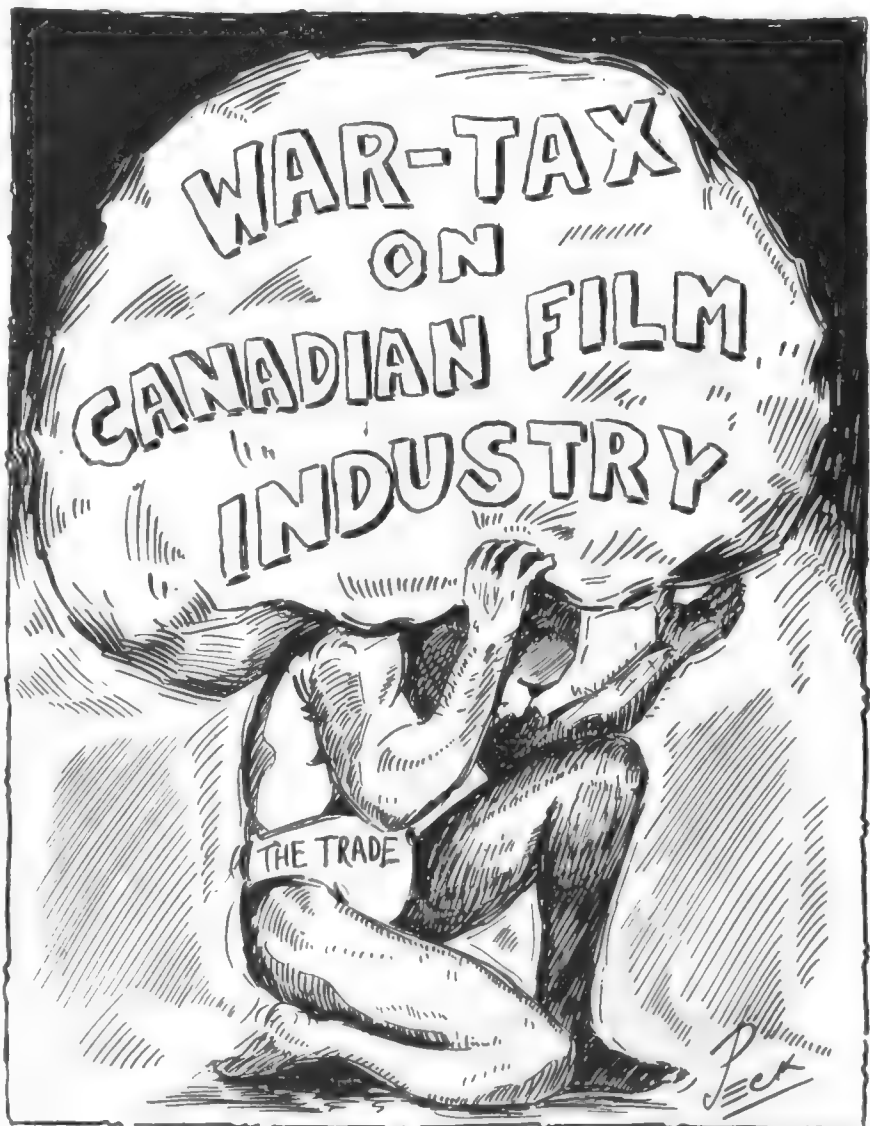
With good-will and wishes to "the Duck who hatches Original Advertising Schemes," I am,

A down-trodden, much-abused, highly indignant exchange manager.

## A CO-INCIDENT.

As a proof of the absolute timeliness of "The Caillaux Case," which William Fox has just completed for the screen, on the very day when dispatches from France reported the execution of Bolo Pasha, the traitor, by a firing squad at Vincennes, the Bolo Pasha of this film drama was executed at the Fox studios at Fort Lee.

Robert Gray will take the place made vacant by Assistant Harry F. MacPherson, at Diando, who has enlisted in the photographic division of the Aviation corps.



THE MODERN HERCULES

NEW YORK PUBLIC LIBRARY

# TORONTO AND ONTARIO TOPICS

## MARTIN IS TORONTO VISITOR.

Harry Martin, of the Strand Theatre, Kingston, was in Toronto last week, and reports that business in Kingston is very good.

## BUYS BURLINGTON THEATRE.

Jack Stewart, of the Unique Theatre, Hamilton, has purchased the Crystal Theatre in Burlington, Ont., and will run it in connection with his Hamilton theatre.

## GOOD BUSINESS AT BARRIE.

John Powell, Sr., and his son, John Powell, Jr., the well-known exhibitors of Barrie, Ont., were in Toronto last week calling on their old friend, Chas. H. Haystead, of the Arrow Features Syndicate. Mr. Powell says that business is very good in Barrie at present.

## CHANGES HANDS AGAIN.

The Garrick Theatre, on College St., Toronto, near Dovercourt, has again changed hands, Mr. Hall, the former manager, selling out to W. C. Wright. Mr. Wright is an old showman, but has not been actively engaged in the business for the past 12 years. He has a good house in the Garrick, and is going to try very hard to work up a steady trade.

## HE LIKES THE DIGEST.

Mr. D. J. Sandie, proprietor of the Empire Theatre, Thessalon, Ontario, this week enclosed \$1.00 for his year's subscription to The Digest. In his letter he said: "Congratulations upon The Digest! It is getting better each week. Every exhibitor in Canada, big and small, should read the letters and articles in your valuable publication. The letters by Mr. Cooper, Mr. Green, and Mr. Smeraldi should be given much thought by all exhibitors if they want to stay in business. The up-to-date exhibitor cannot 'keep house' without The Digest."

## A VARIED CAREER.

### Stevens of Superfeatures Knows the Amusement Business.

Charles L. Stevens, general manager for Superfeatures, Ltd., the husky organization that is making such strides in the Canadian film trade, has had a varied experience in the amusement world that places him in an excellent position to know what is required by the amusement vendors of the country.



CHARLES L. STEVENS

The year that he made his debut into the film business was in 1916, when he went with Lubin, then to the Allied Features, K.E.S.E., and Universal. After serving successfully with these film companies he decided to embark into business for himself and organized Superfeatures, Ltd., the firm of which he is now general manager. The company now has branches in Toronto, Montreal, St. John and Winnipeg, and is rapidly forging to the front in this country.

## BILL'S PAGODA.

Bill Stewart, of the Rialto, is building a pagoda in the theatre, which when completed will add much to the interior beauty of this downtown shop. Bill is going to entwine artificial foliage and flowers around his pagoda, and his theatre will sure look all dressed up like a fire-horse on fireman's tournament day. By the way, Bill tells us that he is now a full-fledged farmer. He has rented a large country estate at Stop 9, on the lake shore, and intends to solve the food question by raising enough vegetables to assure a plentiful supply to everybody. He is also catering to his love of the artistic by raising a vast quantity of roses, violets and other nose-gays.

## HAZZA TO MONTREAL.

Phil Hazza, who for the past three years has been in the Canadian Universal organization in various capacities, has been appointed manager of the Montreal office for Universal. For some time past he has been manager at Winnipeg. Mr. Hazza first joined Universal three years ago, at the Edmonton office, and later went to Calgary, thence to Winnipeg. He is succeeded in the Winnipeg office by Edward Wilson, late of the Triangle office and the First National Exhibitors' Association. Mr. Hazza was in Toronto last week conferring with the head office officials of Universal, and takes charge of the Montreal office on May 6.

## OPENS ON MAY 15th.

Mr. Wilson will open the Amuse U Theatre, 1186 Queen Street West, Toronto, on May 15th. The house has a seating capacity of 400.

You get a complete Canadian weekly review of the Canadian film trade in The Digest.

William D. Taylor will direct Mary Pickford's next picture, "Captain Kidd, Jr."

## ELECTRIC SIGNS

### Largest Electric Sign Works in Canada

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one year's subscription to the  
**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....

# MARGARITA FISHER

*The Vivacious and Comely*

In

## "The Primitive Woman"

A picture with Snap and Vim—  
A play of intense human appeal

*From the studios of the*  
AMERICAN FILM COMPANY, INC

Available

MUTUAL FILM EXCHANGES  
Digitized by Google



Original from  
NEW YORK PUBLIC LIBRARY



# To You Mr. Exhibitor

## Every Canadian Family Has Someone at the Front

He may be the FATHER, SON, COUSIN, NEPHEW or even more distant, but nevertheless he is a family's representative. Surely MR. EXHIBITOR, it is of vital national interest to all, that on every change of program our "NEWS FILMS"---be shown.

Daily telephone calls, letters and personal inquiries reach our different offices, asking where "THE OFFICIAL BRITISH WAR OFFICE NEWS" "PATHE ENGLISH GAZETTE" and "PATHE NEWS" may be seen. With what fond eyes and yearning hearts the loved ones at home look on the screen at the Boys in training and "THOSE OVER THERE"

GET THIS FAMILY BUSINESS. IT WILL INCREASE YOUR RECEIPTS.

READ THIS LETTER, only one of the many that have reached our MONTREAL OFFICE. It's BONA-FIDE and we'll tell you the writer's name upon request.

SPECIALTY FILM IMPORT LIMITED,  
MONTREAL, P.Q.

OTTAWA, ONT.

Dear Sir:

Could you give me any information in regard to where the film was taken when the wounded soldiers, who were prisoners of Germany and were exchanged in Switzerland? Saw it at the Flower Theatre in Ottawa Saturday on Pathe English Gazette. The soldier seen being taken off the ship on a stretcher, we thought resembled our son who was reported killed in action at Vimy Ridge last April. Thanking you for any information you could forward, I remain,

Yours truly,

OTTAWA, ONT.

Ask for dates at once. Make sure one of our "News Films" is on every change of your program

## Specialty Film Import Limited

St. John, Montreal  
Toronto, Winnipeg  
Calgary, Vancouver

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Original from

Digitized by Google

NEW YORK PUBLIC LIBRARY

If you like a Star who's different---a play  
which is different---a full hour of  
sunshine, sweetness and youth

## Book BESSIE LOVE

In the PATHE PLAY

### "HOW COULD YOU CAROLINE"?



A Few More Scenes From

## "TO-DAY"

Featuring

### FLORENCE REED



ASK YOUR NEAREST BRANCH FOR DATES

## Book "HOUSE OF HATE"

Starring

### PEARL WHITE and ANTONIO MORENO

and double your business. That is what Mr. J. V. Cousineau, Victoria Hall,  
St. Lambert has been doing since he started this serial three weeks ago.

## Specialty Film Import Limited

St. John    Montreal  
Toronto,    Winnipeg  
Calgary,    Vancouver



# **GENERAL FILM COMPANY** (Canada) **Limited**



**Also**  
**Distributors for the**  
**GEORGE KLEINE SYSTEM**

## **FOR SUMMER BUSINESS**

The Combination of GENERAL FILM, GEORGE KLEINE SYSTEM and PERFECTION PICTURES enables the exhibitor to select a full programme from the largest and most reliable exchange in Canada.

---

**SELECT YOUR PICTURES**

**DIVERSIFY YOUR PROGRAMME**

**SAVE EXPENSES AND DELAY**

---

**The Wise Exhibitor is Cashing In On**

**ESSANAY CHAPLINS**

**NEW PRINTS, RE-EDITED WITH GENUINE COMEDY**

---

## **"THE DAUGHTER OF UNCLE SAM"**

**The Greatest Serial ever made**  
**TIMELY --- THRILLING --- PATRIOTIC**  
**Depicting the German Spy System as it Really is**

---

**DAYLIGHT SAVING**

**Watch your step on expensive pictures**

**"NUFF SED"**

---

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



# MONTREAL AND QUEBEC NOTES

## AROUSED TO ACTION.

Montreal.—The disastrous imposition levied on the motion picture industry throughout the Dominion under the new budget has resulted in quick action. On Friday of last week the Film Exchange Association sent out night wires to each manager and proprietor of picture theatres in the Province of Quebec, advising them to get into immediate touch with their respective member of the Federal Parliament and to urge him to use his influence and voice in protest against the additional five cent per footage tax. On Monday of this week a delegation of film exchange men and theatre managers went to Ottawa. This delegation represented every branch of the industry in all Canada, and among it was J. S. Lasky, president of the Famous Players organization, who came up from New York especially to attend. It was pointed out that the increased duty represented an increased burden of 150 per cent. on the exchanges which would have to be borne in part at least by the exhibitors. In other articles, such as tea and tobacco, the increase was little more than ten per cent., and the blow was a crushing one on the industry. It is anticipated that the quick action of the motion picture people should have beneficial results, and though it is recognized that the government must have money to pay for the tremendous expense of the war, it is also felt that the motion picture industry should not be made the butt and scapegoat for the whole community.

## IS ELECTED PRESIDENT.

Every Wednesday there is a meeting of the Film Exchange Men's Association, and at this meeting a vital part of the proceedings is the settlement of any disputes that may have arisen between exchanges and exhibitors. Several such were satisfactorily composed last Wednesday. Mr. J. P. O'Loughlin was appointed president of the Montreal Film Exchange Association, with Mr. Lafontaine, of Bereovitch, Lafontaine, and Gordon, lawyers, secretary. Mr. O'Loughlin is the Montreal manager of the Metro Picture Service, Ltd.

Montreal.—Two former members of the Independent Film Supply Company, have enlisted for the front. They are S. Stanfield, who has joined with the Tank Battalion, and H. Decker, who has gone to St. John, N.B., to join the Siege Battery.

Gilmour Armstrong, of St. John, N.B., associated with Mr. Spenser, who operates a chain of theatres in the Maritime Provinces, was in Montreal for a few days last week. Mr. Armstrong has been run down in health and had stayed for some months at Saranac Lake. He was looking very fit and well after his rest.

St. Johns, Que.—O. Thuot, of the Thuotoscope, of this city, has opened a new theatre under the same name today, the old one having been burned down. His opening attraction is, "When a Man Sees Red."

Valleyfield, Que.—Jos. Martineau, operating the Valleyscope here, was in Montreal last week looking over the film features. He finally booked up a few Fox productions.

Granby, Que.—H. O. Regan, the energetic manager of the Varieties Theatre, of this town, was in Montreal last week and reports things busy in his burg.



**J. P. O'LOUGHLIN, Montreal,**  
General Manager of Metro Picture Service, Ltd., who was elected President of the Film Exchange Men's Association, in Quebec.

## A TOUGH PROPOSITION.

Montreal.—Whilst some of the Film Exchanges, in view of the new supertax on films and of the delegation to Ottawa, are leaving reels unclaimed at the Customs House, some others are paying about two hundred dollars a day on the increased rates. What will finally be decided is not at the time of writing yet fixed. A percentage will, it is stated, be passed on to the exhibitor, who must again shift the burden onto the public. Some film exchanges talk of reducing the number of reels brought in from the States. It is a pretty tough proposition whichever way it is looked at.

## SELLS THEATRE.

Sherbrooke, Que.—Immediately following the Sunday closing order in his city, though not on account of it, Mr. Vallee sold the Princess Theatre. This leaves him now only with the Casino.

## A GOOD WEEK.

Maurice Davis, of the Fox Films, was on the road last week. He reports now that he is back in Montreal that he signed contracts in Coaticook, Sherbrooke, East Angus, Cookshire, Thetford Mines, Quebec, and Levis. Looks like a fair week to us!

## THEATRE DESTROYED.

Three Rivers, Que.—The Victoria Theatre here was the first building to go up in the big blaze last week. The theatre is largely covered by insurance.

Montreal.—The Maisonneuve Theatre has changed management. Mr. Lebeau has left and Mr. Rochon has taken it over.

The Alcazar has reopened after a week's closing for repairs and alterations.

Quebec.—Don McRae has been appointed manager of the Empire Theatre here.

## CATERS TO CHILDREN.

Montreal.—The Imperial Theatre continues to make a considerable hit with the children's matinees every Saturday morning, in spite of a hitch now and then. Thus, last Saturday, the Blue Bird, Maeterlinck's delightful play, was scheduled for performance in photoplay form. The film did not, however, arrive in time, and at the last moment "Rich Man, Poor Man," with Marguerite Clarke as the star, was substituted. The children seemed to be quite satisfied, even such as had not read the announcement of the disappointment and were expecting the "Blue Bird."

The J. T. Malone Film Service of this city released "Cleopatra" with Helen Gardner at the Tivoli Theatre this week and this five-reeler made quite a hit.

## A GREAT PICTURE.

Last week I saw a private screening of "Hearts and Diamonds," the first of the pictures from the studios of William Russell Productions, Inc. It was a picture remarkable both from the angle of heart interest and of quick action. The element of suspense was well in evidence throughout and the hero, William Russell, was sympathetic and effective in a fine role. This makes it all the more strange that our moving picture censors should discuss the desirability of banning the picture, because, forsooth, it contains a safe-cracking scene. It will be a great pity if Montreal is not given a chance to see it. The picture played in Chicago on the opening night of the new \$300,000 Woodlawn Theatre and during its run was viewed by 1,000 people.

# ADVANCE NOTICES FROM THE EXCHANGES

## "SOCIAL BRIARS."

"Social Briars," Mary Miles Minter's latest American production, will be released May 27th. The role which Miss Minter has in this romantic drama—that of an unsophisticated beauty who seeks fame as a singer in the big city, and after many heart-breaking experiences returns to find love and contentment in her native village—is one of the most fascinating characterizations the dainty little ingenue has ever created.

The play was written and directed by Edward Sloman, who is responsible for many of Miss Minter's screen successes. Alan Forrest, who has supported Miss Minter in "A Bit of Jade," "Powers That Prey," and "Beauty and the Rogue," George Periolat, the noted character actor, Anne Schaefer, Edmund Cobb, and Frank Whitson, complete an exceptional cast.

The next Minter production now in course of production at the Santa Barbara studios of the American Film Company, Inc., is "The Ghost of Rosy Taylor," built from a story written for the Saturday Evening Post, by Josephine Dodge Eacon. There is an element of mystery in the story which is handled in an original and unconventional manner.

## WHAT HOROSCOPE EXPERT SAYS ABOUT BESSIE LOVE.

Bessie Love, the delightful little Pathe Star, who made her first appearance under the new banner in "The Great Adventure," recently, had a seance with a horoscope expert. The results were all that she could desire.

"Miss Love was born very fortunately in many ways," the expert declared. "First, we find Venus, the lady of pleasure and beauty, in the ascendant, which gives her those beautiful eyes and that charming smile.

"Uranus is also in the ascendant, which indicates intuitiveness and intellect far above the average woman. Miss Love was born to fame, which will always be with her. We find the benign Jupiter in the eleventh house, which indicates that she will never want a friend.

"Her greatest triumph will come on her twenty-ninth birthday, and again eight months later, which promises lasting success."

## SIGNS WORLD CONTRACT

**Marie Dressler, Famous Comedienne, to Make Comedies.**

Marie Dressler, the foremost broad comedienne in the world, and a Canadian by birth, signed a long-term contract to produce a series of two-reel comedies for World Pictures.

Miss Dressler's new comedies will undoubtedly prove even more successful than her first famous success, "Tillie's Nightmare," and her later success,

produced for World-Pictures, "Tillie Wakes Up."

Miss Dressler will produce the comedies—which will be in two reels—with her own company, the Marie Dressler Corporation having just been incorporated for this purpose. Release dates for the first comedies in the series will be announced by the World within a short time.

It will be remembered that one of Miss Dressler's comedies, "The Agonies of Agnes," was recently presented at the Strand Theatre, in New York, and played up by the theatre with as much prominence as the week's five reel feature picture. This comedy was a smashing hit at the Strand, and exhibitors will be glad to know that this comedy is included in the series to be released by the World. Other titles, all tentative, are "Fired," "The Wash Woman," and others.

## SECOND OF RANCHO DRAMAS.

The second of the Rancho dramas, "Where the Sun Sets Red," a story of the western mountains, provides a constant succession of thrills and surprises, General Film reports.

A strong heart interest not runs throughout the story, which deals with the adventures of a New York society girl and a millionaire soldier invalided home from service in France. They meet for the first time in a Red Cross Hospital in France, and, after a series of unusual adventures, are reunited on a western ranch, where both have gone to recuperate from wounds.

The National Film Corporation, Denver, which is producing the two-reel Rancho dramas, issues them every other week, and General Film alternates them with other western subjects to assure a weekly release.

## NEWSPAPER SYNDICATION OF "THE EAGLE'S EYE."

**Splendid Response is Made by Daily Newspapers.**

The publicity campaign in connection with "The Eagle's Eye," the twenty-episode serial story of the Imperial German Government's spies and plots in America by William J. Flynn, the recently retired Chief of the United States Secret Service, which began last week, has already proved itself one of the largest campaigns that has ever occurred in connection with a picture of any nature. Forty-seven newspapers in the same number of separate territories carried a full-page of text and pictures in printing a novelization of the first episode of the serial.

The surprising part of the campaign, in addition to the extent of it, is the way in which the editors of the various papers treated the novelization. In almost every instance it was handled, as far as the position and display were concerned, as straight news matter. The Philadelphia Public Ledger, which printed the first episode on April 20th,

featured it as the main news story of the day, beginning it at the top of the first column on the front page, with a continuation occupying almost a full page inside.

The Boston Advertiser and American, which published the first episode the following day in its Sunday edition, carried it as the feature of the War News Section. A double-deck 36-point type head clear across the top of the page was used in starting it, and the entire left-hand column of the front page, with nearly a page inside, was devoted to it. With hardly an exception, the other forty-five papers which started the publication at that time, made the novelization the feature of the paper.

In addition to featuring the story itself, all of the newspapers made the novelization the subject of an advertising campaign. The Public Ledger used numerous six sheets throughout Philadelphia, beside space in its own columns for the week preceding the publication of the first episode. The Washington Times devoted full pages during the week to advertise the beginning of the publication. Not one of the papers failed to use some advertising in connection with it.

The second week of the campaign showed the number of papers using the novelization increased to nearly seventy. Other papers will star week by week until the number using the novelization of Chief Flynn's expose of Hun plotting will be about one hundred and fifty.

The difference in schedule for the various newspapers was caused by the insistence of the Whartons, producers of the picture, that the publication should occur at the time when it would aid exhibitors of the serial in the greatest possible way. The release dates on the episodes are not the same in all parts of the country and for that reason the beginning of the publication of the novelization was not made the same for all parts of the United States and Canada.

## NEW SERIAL STARTED.

Work has been started on another new Pathe serial, "The Wolf-Faced Man," to be produced by Diando. The continued photoplay will contain eighteen episodes of two reels each.

"The Wolf-Faced Man" was written by President W. A. S. Douglas, of Diando, and Lucien Hubbard. Included in the cast are George Larkin, leading man, Betty Compson, leading woman, Horace Carpenter, True Boardman, and Frederick Malatasta. The serial is being directed by Stuart Paton.

## BABY MARIE TOPS AUCTION.

A pair of silk stockings and a photograph of Baby Marie Osborne, the Diando child-star whose pictures are released by Pathe, brought \$85.00 at a recent Red Cross auction sale at Garner, Iowa. The price was the highest bid for any article in the "Movie" booth. The sale netted a total of \$1,878 for the Red Cross.

# STORIES OF THE PLAYS AND PLAYERS

## "THE SUPER-MAN" SHOULD GET THE MONEY EVERYWHERE.

The Canadian exhibitor who is looking for a real worth-while film offering for his discriminating film patrons—and believe us they are sure getting to be a discriminating bunch, and know how to separate the chaff from the wheat—will do well to get in touch with his nearest Regal branch and learn the terms for "The Super-Man."

This wonderful six-reeler, starring Maciste, who is remembered by thousands of film patrons for his great work in "Cabiria" and "The Warrior," is an unique and amazing modern melo-dramatic comedy, with a gasp and a grin in every scene. It has been hailed everywhere as a most unique and wonderful feature, far off the beaten path, and a feature susceptible of great box-office possibilities.

"The Super-Man," with proper exploitation, should get the money easily. The exhibitor who wants something that he can go out and really "put over" with a bang cannot make a mistake in booking this great feature picture.

## COMING MUTUAL FEATURES.

Feature productions now in course of preparation at the studios of the American Film Company, Inc., will furnish pictures starring Mary Miles Minter, Marguerite Fisher, and William Russell for Mutual's May schedule.

Mary Miles Minter's next picture, now in course of preparation, is "The Ghost of Rosy Taylor," picturization of a brilliant little story by Josephine Dodge Bacon, which appeared in the Saturday Evening Post. It chronicles the amusing and interesting adventures of a young American girl returned after living abroad, who cannot find her wealthy relatives, and to be self-supporting takes charge of the home of a fashionable American woman, who is never at home in the daytime, and who never sees her thoroughly competent charwoman.

The rich woman's brother runs across Rosy and falls in love with her. There is scandal galore until Rosy's identity is discovered and she turns out to have better social standing and more money than her suitor.

Miss Margarita Fisher, the "Flapper" ingenue, has finished her latest picture, "A Square Deal," at the Santa Barbara studios.

## THE DOCTOR AND THE WOMAN.

### The Story and the Players.

K. Le Moyne (True Boardman), known as K—, arrives in a small country town, and takes lodgings with Mrs. Page. Her daughter, Sidney Page (Mildred Harris), is the belle of the town. Mrs. Page is an invalid and Sidney takes roomers to help support her mother.

Little is known of the stranger K—. He keeps to himself and evinces a friendly interest in Sidney. Sidney's sweetheart, Joe Drummond (Carl Miller), becomes jealous when he learns that an attractive roomer has arrived in the household of Sidney's mother. Sidney expresses a desire to become a nurse, and sees Dr. Max Wilson (Albert Roscoe) in regard to the matter. Dr. Max, as he is called, places her in the hospital, in which he is attending surgeon. Dr. Max is an admirer of women, and is attracted to Mildred. He fears Carlotta Harrison (Zella Caull), a nurse in the hospital, who is jealous of his attentions to Sidney.

The name of a Dr. Edwardes was known throughout the country. He had disappeared in a mysterious manner after several operations which he had performed had proved unsuccessful. One of the nurses tells Sidney that she wished Dr. Edwardes could be found to treat Dr. Max.

On the night of the shooting K— is walking in the neighborhood of the tavern and learns of the tragedy. He goes to the hospital to see Dr. Max and to learn how Sidney is. He is recognized by Carlotta. It develops that he, K—, is in reality Dr. Edwardes. He operates on Dr. Max, and Dr. Max quickly recovers. It also develops that the reason why he had been unsuccessful in his operations was because Carlotta, who was nurse in the hospital at the time, had conspired to injure his reputation. Sidney marries K—, and Dr. Max marries a nurse girl, but not Carlotta.

## THE YELLOW TICKET.

Pathe announces that the Rialto Theatre, New York, is to show "The Yellow Ticket," featuring Fannie Ward on release date—that is, June 2nd.

This subject is to be advertised extensively in many papers, but more so in Saturday Evening Post.

Pathe is surely working hard to help exhibitors make money.

## DAREDEVIL STARS ENGAGED FOR PATHE ADVENTURE SERIAL "THE WOLF-FACED MAN."

Daredevil stars of demonstrated fearlessness have been selected for the thrilling adventures in the exciting new western serial, "The Wolf-faced Man," which it is announced is being produced for Pathe at the Dianda Studio in Los Angeles. The thrills were conceived by Lucien Hubbard and W. A. S. Douglas, two former newspaper men, who are co-authors of the story.

The leading roles are played by Geo. Larkin, who will be remembered for his 75-foot dive from the mast of a vessel in San Diego harbor and numerous other courageous exploits, and beautiful little Betty Compson, who has performed many "stunts" in successful Christie Comedies.

George Larkin is famous for his remarkable feats before the camera, and is probably the originator of the present popular style of acrobatic screen acting.

He was born in Boston of English and Spanish ancestors, and at the age of five was an acrobat in a circus. Orphaned, he was left to the mercy of managers or anybody who took an interest in him. He drifted to the stage, and appeared there for the greater part of his life until attaining manhood.

Among his daring exploits, which motion picture fans will remember, are his 75-foot dive from the mast of a vessel in San Diego harbor, a thrilling scene staged at the top of an ironwork on the thirteenth story of a San Francisco skyscraper, a thirty-foot fall over the edge of a precipice, and numerous fire scenes in which he did all sorts of daring stunts.

Mr. Larkin won much praise several years ago by his daring rescue of Ruth Roland from drowning when she was caught in the deadly undertow near Santa Monica.

His role in "The Wolf-faced Man" is that of Jack Hardwicke, a United States Secret Service Agent.

Betty Compson is one of the most beautiful girls on the screen. She is a daring horsewoman, accustomed to the plunging bronchos of the western plains. She is a native of Salt Lake City, where she was educated at the Sacred Heart Academy.

"Unclaimed Goods," in which Vivian Martin is presented by Paramount, was written by Johnston McCulley, a newspaper man of Los Angeles. The scenario is by Gardner Hunting.

## "THE SCREEN PAR-EXCELLENCE"

# ACME GOLD FIBRE SCREEN

Manufactured by GEORGE McARTHUR, Jr.

WINDSOR, ONT., CANADA



"THE PICTURE With The PUNCH"

---

"CARMEN

---

of the

---

KLONDIKE"

Featuring

Beautiful

Clara Williams

Here is a Picture Mr. Exhibitor, that you cannot afford to overlook. There are seven stupendous parts--each one crammed with virile action. The story is one that will linger long in the memory of your patrons.

---

Monarch Film Co., Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



# FIFTEEN MILLION READING CIRCULATION A MONTH

*For the Story of "THE EAGLE'S EYE"*

*The novelized story of "The Eagle's Eye" in 20 chapters, one to an episode, is being published serially one chapter a week in each of the following papers. They are among the biggest and best in the country. Others are being added daily.*

*In addition, the story is being published serially in Photoplay Magazine with 350,000 circulation a month, and in The Gentlewoman Magazine with 1,500,000 circulation monthly.*

Newspaper	Circulation	Newspaper	Circulation
New York American .....	105,224	Lansing (Mich.) State Journal .....	19,139
Albany (N. Y.) Telegram .....	25,913	Lincoln (Nebr.) State Journal .....	35,331
Troy (N. Y.) Observer .....	10,500	Los Angeles (Calif.) Examiner .....	143,433
Atlanta (Ga.) Constitution .....	106,116	Minneapolis (Minn.) Tribune .....	178,486
Charlotte (N. C.) News .....	16,508	Sioux Falls (S. D.) Press .....	9,000
Macon (Ga.) News .....	15,590	Fargo (N. D.) Forum .....	12,418
Boston (Mass.) American .....	380,281	Philadelphia Eve. Public Ledger .....	110,672
Bridgeport (Conn.) Herald .....	24,476	Washington (D. C.) Times .....	43,000
Buffalo (N. Y.) Express .....	39,923	Erie (Pa.) Times .....	27,398
Rochester (N. Y.) Herald .....	27,233	Wilmington (Del.) Star .....	9,000
Chicago (Ill.) Examiner .....	519,854	Pittsburgh (Pa.) Press .....	108,674
Louisville (Ky.) Courier-Journal .....	49,418	Wheeling (W. Va.) News .....	18,934
Springfield (O.) News .....	18,435	San Francisco Examiner .....	230,198
Canton (O.) Repository .....	14,975	Boise (Idaho) Capital News .....	10,593
Houston (Tex.) Post .....	39,117	Phoenix (Ariz.) Gazette .....	6,046
El Paso (Tex.) Times .....	18,000	Montreal (Que.) Standard .....	61,514
Austin (Tex.) American .....	16,196	Winnipeg (Man.) Free Press .....	80,000
Denver (Colo.) News .....	47,000	Hamilton (Ont.) Spectator .....	27,000
Colorado Springs (Col.) Ev. Telegraph .....	4,403	Calgary (Alta.) News Telegram .....	16,500
Salt Lake City (Utah) Tribune .....	45,947	Quebec (Que.) Telegraph .....	11,067

**NO OTHER SERIAL OR PRODUCTION OF ANY CHARACTER GIVES THE EXHIBITOR SUCH UNPRECEDENTED ASSISTANCE IN SELLING HIS PATRONS BY DIRECT LEGITIMATE PUBLICITY IN SUCH TREMENDOUS VOLUME AS**

## "THE EAGLE'S EYE"

BY **WILLIAM J. FLYNN**

(RECENTLY RETIRED)

**CHIEF OF THE U.S. SECRET SERVICE**

**PRODUCED BY THE WHARTONS**

**WITH THE POPULAR SCREEN STARS**

**KING BAGGOT and MARGUERITE SNOW**

**CANADIAN DISTRIBUTORS SUPERFEATURES, Limited**



# Over the Top in Two Reels

---

BY REQUEST

THE NEW CANADIAN COMEDIES

**“Modern  
Eden”**

Will Go Over in  
Two Reels  
Instead of One  
They are too good  
to cut

Ask Your Nearest  
Exchange to  
Secure These  
Live Ones  
For You

**“Fifty  
Thousand  
or Bust”**

---

**Pan-American Film Company, Limited**

Studio: TRENTON - ONTARIO

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



**Here's a Wonder-Picture in six  
reels that fairly teems with  
box-office possibilities**

*The*  
**Superman**  
With MACISTE, Star of "Cabiria"  
and "The Warrior"

¶ Thousands of Canadian Movie Patrons know of MACISTE—they know his work and want to see more of it. "The Superman" is a worthy successor to "Cabiria". Book it! Advertise it! 'Twill get the money--! That's sure!

**AN AMAZING MELO-DRAMATIC COMEDY**

**REGAL FILMS Limited**

**"REGAL SERVICE SATISFIES"**

**TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER**

# Releases in Toronto and Montreal for Week Ending May 11th

## TORONTO RELEASES

### FAMOUS PLAYERS—

"The Lie," Elsie Ferguson, 5 reels.  
 "The House of Silence," Wallace Reid, 5 reels.

### FOX—

"The Debt of Honor," Peggy Hyland, 5 reels.  
 "Her Greatest Love," Theda Bara, 5 reels.  
 "Six-Shooter Andy," Tom Mix, 5 reels.  
 "Back to the Balkans," Mutt and Jeff Comedy, 1 reel.

### GENERAL—

"The Chocolate of the Gang," Judge Brown Series, 2 reels.  
 "The Light That Failed," Essanay Comedy, 1 reel.  
 "Breaking In," Pokes and Jabs Comedy, 1 reel.  
 "The Rathskeller and the Rose," O. Henry Series, Vitagraph, 2 reels.  
 "A Daughter of Uncle Sam," Serial, Episode No. 4, 1 reel.

### INDEPENDENT—

"When You and I Were Young," Alma Hanlon, 5 reels.

### MUTUAL—

"The Midnight Trail," William Russell, 5 reels.  
 "Finishing Mary," Strand Comedy, 1 reel.  
 Screen Telegram, No. 17.  
 "The Lost Express," Episode No. 9.

### REGAL—

"An Alien Enemy," Paralta Play, 7 reels.  
 "Ship of the Doomed," Triangle, 5 reels.  
 "Joan of Plattsburg," Goldwyn, 6 reels.  
 A Brady-made Picture (title not given yet).  
 Mutt and Jeff Comedy, 1 reel.  
 Keystone Comedy, 2 reels.

### METRO—

"Revenge," Edith Storey, 5 reels.  
 "Music Hath Charms," Drew Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

"The Cloven Tongue," Russian Art Drama, 5 reels.  
 "Fares, Please," Toto Comedy, 2 reels.  
 "It's a Wild Life," Harold Lloyd Comedy, 1 reel.  
 National Parks: "Yellowstone—Its Geysers," Scenic, 1 reel.  
 Pathe News.  
 Pathe British Gazette.  
 British War Office Official News Weekly.  
 "The House of Hate," Serial.  
 "The Hidden Hand," Serial.  
 "The Price of Folly" Series.

### UNIVERSAL—

"A Kitchen Hero," Nestor Comedy, 1 reel.  
 L-KO Comedy (title not decided), 2 reels.  
 Universal Animated Weekly, No. 23.  
 Current Events, No. 52.  
 Screen Magazine, No. 70.  
 "The Bull's Eye," Serial, 14th Episode.  
 "The Lion's Claw," Serial, 6th Episode.  
 "Boy Scouts to the Rescue," Series No. 4, 2 reels.  
 "Danger Within," Bluebird, Little Zoe Ray, 5 reels.  
 "The Two-Soul Woman," Priscilla Dean Production, 5 reels.  
 "Whose Baby Are You?" Lyons and Moran Comedy, 2 reels.

### VITAGRAPH—

"The Triumph of the Weak," Alice Joyce, 5 reels.  
 "Spies and Spills," Big V Comedy, 1 reel.  
 "Deceivers," Drew Comedy, 1 reel.  
 "The Woman in the Web," Serial, No. 6 Episode.

## MONTREAL RELEASES

### FAMOUS PLAYERS

"Unclaimed Goods," Vivian Martin, 5 reels.  
 "Rich Man, Poor Man," Marguerita Clark, 5 reels.  
 "Friend Husband," Muck Sennett Comedy, 2 reels.

### FOX FILM CORPORATION—

"American Buds," Jane and Catherine Lee (Standard Pictures), 7 reels.  
 "Madame DuBarry," Theda Bara (Standard Pictures), 7 reels.

### GENERAL FILM CORPORATION—

"The Rebellion," 2 reel Judge Brown Story.  
 "The Rubaiyat of a Scotch Highball," O. Henry Story, 2 reels.  
 "Their Model Careers," Finnan Haddie Comedy.  
 "Slippery Slim and His Tombstone," Essanay Comedy.  
 "A Daughter of Uncle Sam," Chapter 6.  
 "His Night Out," 2 reel Chaplin re-issue.

### INDEPENDENT FILM SUPPLY—

"A Modern Lorelei," Tyrone Powers and Frances Burnham, 6 reels (Special State Rights Picture).

### METRO—

"With Neatness and Dispatch," Francis X. Bushman and Beverley Bayne, 5 reels.  
 "A Close Resemblance," Mr. and Mrs. Sydney Drew Comedy, 1 reel.

### MUTUAL—

"The Primitive Woman," Margarita Fisher, 5 reels.  
 "Mary's Frame-up," Billie Rhodes Strand Comedy, 1 reel.  
 Screen Telegram.  
 "Jimmie Dale," Chapter No. 14.

### REGAL (World, Globe, Paralta, Triangle, Goldwyn)—

"Blindfolded," Bessie Barriscale (Paralta), 7 reels.  
 "Broken Ties," June Elvidge (World), 5 reels.  
 Keystone Comedy, 2 reels.  
 Triangle Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

"How Could You, Caroline?" Bessie Reels, 5 reels.  
 "House of Hate," Pearl White and Antonio Moreno, "A Live Target," 2 reels.  
 "Price of Folly," Ruth Roland, 2 reels. Series, "Sold for Gold."  
 "Hey, There!" Harold Lloyd Comedy, 1 reel.  
 "Picturesque Wales—Llangollen; Spots in England," split reel, Scenic.  
 History of the War, No. 7, 1 reel.  
 British Official War Office News, 1 reel.  
 Pathe News, 1 reel, Two a Week.

### UNIVERSAL FILM—

"Danger Within," Little Zoe Ray, 5 reels.  
 "The Two-Soul Woman," Priscilla Dean, 5 reels.  
 "A Kitchen Hero," Nestor Comedy.  
 "Her Movie Madness," L-KO Comedy, 2 reels.  
 "Whose Baby Are You?" Star Comedy.  
 "The Bull's Eye," Chapter 14, "The Firing Squad."  
 "Lion's Claws," Chapter 6, "Dungeon of Terror."  
 Animated Weekly, No. 23.  
 Screen Magazine, No. 70.  
 Current Events, No. 52.

### V.L.S.E.—

"The Home Trail," Nell Shipman, 5 reels.  
 "Whistles and Windows," Big V Comedy, 1 reel.  
 "Woman in the Web," "The Hand of Mystery."  
 "Their Godson," Vitagraph Comedy.

## FOR SALE WANTED AT LIBERTY

**Wanted—** Second hand Gold Fibre Screen  
 What have you to offer. Box J. D.  
 "The Digest."

**WANTED—** Live manager for Motion  
 Picture Theatre, for good Western  
 Ontario city; state experience and  
 salary expected; give full particulars.  
 Apply Box T, Canadian M. P. Digest,  
 326 Spadina Avenue, Toronto.

**WANTED—** Motion Picture Theatre,  
 either in Ontario or Quebec; must be  
 well-equipped and well-located. Send  
 full particulars to Box XYZ, care Cana-  
 dian Moving Picture Digest, 326 Spa-  
 dina Avenue, Toronto.

**WANTED—** Exhibitors, film exchange  
 men, and all others in Canada inter-  
 ested in the film business, to make  
 use of The Digest's classified adver-

tisement section, which you are now  
 reading. We do not charge for Help  
 and Situations Wanted. For Sale,  
 Wanted to Rent, or Purchase, and  
 kindred advertisements—a cent a  
 word. The cost is cheap; the results  
 will surprise you.

**WANTED—** A good second-hand A or B  
 Powers machine; also some second-  
 hand opera chairs. They must be  
 bought right to interest me. This is  
 for my new house in Carmangay,  
 Alta. Send particulars to J. W. Mil-  
 ler, P.O. Box 25, Carmangay, Alta.

## For Sale at a Bargain

One Wurlitzer organ for moving  
 picture theatre; style "U" theatre  
 orchestra; one year in use. In  
 splendid condition with large motor.  
 Cost \$3,300. will sell at a price for  
 cash or cash and monthly payments,  
 write or come and inspect.

Henry McNeil, New Glasgow N.S.

**FOR SALE—** One of best theatres in  
 Western Ontario. Will make attrac-  
 tive proposition to somebody meaning  
 business. The Princess Theatre, St.  
 Thomas, Ont. It

**FOR SALE—** Moving Picture Business,  
 in splendid small Ontario town. Has  
 been running over ten years. Will  
 sell at a bargain. Snap for some  
 one. Good reasons for selling. Box

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

**MOVING PICTURE MACHINE  
 OPERATORS LOCAL No. 173**

Toronto,

Canada

*"The Name FOX Guarantees The Merit of a Production"*

# FOX

**MUTT and JEFF**  
**Animated Cartoons**

## STANDARD PRODUCTIONS

"DU BARRY" with THEDA BARA

"THE HEART of a LION" with WILLIAM FARNUM

"ROUGH AND READY" with WILLIAM FARNUM

"THE HONOR SYSTEM" ALL-STAR CAST

"THE SPY" with DUSTIN FARNUM

"THE CONQUEROR" with WILLIAM FARNUM

"CAMILLE" with THEDA BARA

## SUNSHINE COMEDIES

60---Laughs To Every Minute---60

## William Fox Super De Luxe Cinemelodramas

WILLIAM FARNUM In "LES MISERABLES"

THEDA BARA In "CLEOPATRA"

**Tie up to these Fox Stars and Watch Business Grow**

THEDA BARA      WILLIAM FARNUM      DUSTIN FARNUM

VIRGINIA PEARSON      GEORGE WALSH      MIRIAM COOPER

JUNE CAPRICE      TOM MIX      GLADYS BROCKWELL

JEWELL CARMEN      PEGGY HYLAND      JANE & KATHERINE LEE

# FOX FILM CORPORATION, Limited

TORONTO    MONTREAL    ST. JOHN    WINNIPEG    CALGARY    VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



**FLORIDA FILM CORPORATION**  
KLUTHO STUDIOS, JACKSONVILLE, FLA.

**MR. STATE-RIGHT BUYER**

**DONT MISS**



**JOSH BINNEY**



**FATTY FILBERT**

**A**

*Josh Binney*

**COMEDY**

FOR YOUR NEXT RUN—IT'LL BE A WINNER

1/3 STORY

1/3 PLOT

1/3 SLAPSTICK

NEW SCENERY, NEW PEOPLE, NEW IDEAS

GET THE FIRST RELEASE

**FUNNY FATTY FILBERT**

IN

**FABULOUS FORTUNE FUMBLERS**

(ALSO READY)

**FRED'S FICTITIOUS FOUNDLING  
FREDA'S FIGHTING FATHER**

**ONE A MONTH TO FOLLOW**

**ERNEST SHIPMAN  
17. W. 44 ST. N.Y.  
REPRESENTATIVE**





# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

## Toronto Exhibitors

An Important meeting of the  
MOTION PICTURE EXHIBITORS'  
PROTECTIVE ASSOCIATION  
OF ONTARIO, LIMITED

will be held in the Association Rooms, 143 YONGE STREET

**TUESDAY MAY 28th.**

AT 10 A.M.

The new reel tax, municipal licenses and other timely topics  
will be fully discussed.

**DO NOT FAIL TO BE PRESENT—YOUR FUTURE  
SUCCESS DEMANDS IT.**

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.

---

# **LYONS & MORAN**

## **—Star—**

## **Comedies**

**"They Shake the World with Laughter"**

LATEST RELEASES

**"A PIG-SKIN HERO"**

**"THE GUILTY EGG"**

**"THE TALE OF A CAT"**

---

# **L-KO COMEDIES**

## **PRETTY GIRLS GALORE!**

No need to dwell on the merits of this famous brand of screen humor

LATEST RELEASES

**"WHOSE ZOO?"**

**"MOVIE MADNESS"**

**"ADVENTUROUS AMBROSE"**

## **CANADIAN UNIVERSAL FILM CO., Limited**



# MONROE SALISBURY

in

## "The Guilt of Silence"

A drama of the Frozen North

RUTH CLIFFORD is co-starred with MONROE SALISBURY in this heart-interest story. Scenes are laid in the snowy fields of Alaska, where Gold is the main desire.

Your Patrons will ask for more of this type



# Franklyn Farnum

in

## "Five Thousand Dollars Reward"

Adapted from the novellette by CHARLES WESLEY SANDERS in All-Story Magazine entitled "HIS ARCADIAN WIFE"

The Country-Bred Girl saves her husband from a charge of murder

DON'T HESITATE

# THEY'RE BLUEBIRDS



# THE WELL-INFORMED EXHIBITOR SUCCEEDS!

Every Canadian exhibitor should be constantly in touch with trade developments in the United States field.

## ***THE EXHIBITORS HERALD***

*"The Independent Film Trade Paper"*

is an ideal trade publication for the Canadian exhibitor--brief and to the point--all the important news of the trade printed without partiality and attractively displayed--accurate reviews of feature productions--pertinent editorial comment--many departments of great service to exhibitors everywhere--a full page of news of the Canadian field.

---

**THE SUBSCRIPTION PRICE IS  
ONLY ONE DOLLAR A YEAR**

---

**SUBSCRIBE TODAY**

**and avail yourself of the many service  
helps offered free to exhibitors.**

### **EXHIBITORS HERALD**

417 S. Dearborn St.

**CHICAGO, U.S.A.**

Enter my order for one year's subscription to the Exhibitors Herald.

..... Exhibitor

..... Theatre

..... City

..... Prov.

# Maeterlinck's "THE BLUE BIRD"

---

**T**HIS spectacle of Happiness is first of all a great money picture—a "showman's" picture. It has every quality necessary to pull the big crowds. It is a story of strong sentiment, of mortal men and women and it carries a big message that will cheer a war-torn nation.

Tremendous is its appeal to women—a play of heart-throbs, of sweethearts, of mothers—a show that makes the women smile, weep and applaud. That means a show that will play to capacity.

"The Blue Bird," as a play, is known everywhere. It was an S. R. O. attraction on the stage. In motion pictures, it is even bigger and better.

A mighty advertising campaign that will bring big business is behind "The Blue Bird." Thousands of circulars and other advertisements are reaching your patrons now. They'll come in droves whenever you say the word.

---

## Famous Players Film Service, Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 7

SATURDAY, MAY 18th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**MERRICK R. NUTTING**  
Advertising Manager  
**HARRY J. MANHEIM**  
Business Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

—  
**OTTAWA, ONT.**  
**Will McLaughlin**  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
**Alice Fairweather, St John Standard**

**HALIFAX, N.S.**  
**T. S. Daley, Casino Theatre**

**VANCOUVER, B.C.**  
**J. M. Maxwell, Rex Theatre**

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## It's About Time Exhibitors Were Aroused to Some Action

**M**ORE and more it is being driven home every day to the exhibitors of the Province of Ontario, as well as the entire Dominion for that matter, that they should be welded into a strong and aggressive protective association for their own mutual welfare. Never in the history of the film trade in this country has the need been greater for such an organization.

The exhibitors themselves do not have to look very far to see evidences of what mutual co-operation and organization will do. They will find to-day that the exchanges from which they buy their film are banded together into an alert and wide-awake association known as the Exchange Managers' Association. This movement has spread like wildfire in Canada, and this country is now covered from end to end, with but a few exceptions, with these exchange managers' organizations, all interlocking into each other.

There is no question that the situation as it exists in this country is very much one-sided. The exchanges have gotten together and are accomplishing what they set out to do. On the other hand, the Canadian exhibitors are practically drifting rudderless on tempestuous waters, and at the present time they have no seaworthy ship or reliable chart to guide them into a safe harbor. It is certainly about time that a general alarm was sounded to the exhibitor-body in this country.

Only a few weeks ago the entire film industry here was dazed by the drastic tax that was to be heaped upon the moving picture business. Who was it that rushed to Ottawa as fast as trains could get them there? Representatives of exchanges and their brilliant legal advisers! Who was it that interviewed government officials and succeeded in having part of the import tax on films passed on to the exhibitors? These same enterprising exchange representatives and their brilliant legal lights! Where, oh where, were the representatives of the Canadian exhibitors, and their legal advisers, when all this was happening in Ottawa? Very conspicuous—by their absence!

Surely it is about time that the exhibitor-body of this country was aroused into some sort of action. At the present time an effort is being made by the officials of the Motion Picture Exhibitors' Protective Association, Limited, of Ontario to inject life and action into this body. The result will be watched with great interest by all of us.



Original from  
NEW YORK PUBLIC LIBRARY

# Allens Lose Select Pictures; Kauffman Heads New Concern

## Select Pictures Corporation of N. Y. will Establish Powerful Organization in Canada

The most important news this week is the announcement that the Allen interests, who operate the Famous Players and the Monarch exchanges, have lost the Select pictures. This valuable franchise has passed from them, and in future the Canadian business will be looked after by the Select Pictures Corporation of New York.

The Digest has known for several weeks that the Select franchise was for sale for the Dominion of Canada. It is alleged that Lewis J. Snelznick has been dissatisfied for some time with the manner in which his product was being handled. He offered the Select program for sale, but would only give a fourteen months' contract on these productions. This was not long enough to interest any of the distributing companies.

In view of the Select program leaving the Allens, it is interesting to note that the Paramount contract with the Famous Players Film Co. expires September 1st, 1919, or about fourteen months from now. Two and two has always made four, and from the foregoing, it looks like the rumor that Paramount would distribute its own productions in Canada at some future date, has some foundation. Paramount is very much interested in Snelznick's enterprises in the United States, and the opening of new Canadian offices in Canada for distributing Select pictures looks very significant.

The Select Pictures Corporation has appointed Phil Kauffman, formerly sales manager of Regal Films, Limited, and one of the most widely-known men in the Canadian field, as the general manager for Canada. The head office for Canada will be established in the Hermant Building, Toronto, and branches will be opened at once in Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver. The work of organizing the company will be pushed ahead with vigor at once.

"It is our intention to give real and honest service to exhibitors," declared Mr. Kauffman to The Digest. "We are therefore organizing in Canada along these lines. We have four stars who, as box office magnets, cannot be duplicated to-day. They are Constance and Norma Talmadge, Alice Brady, and Clara Kimball Young. Mr. Adolph Zukor, president of the Paramount-Artcraft, is heavily interested in Select Pictures, and he will see that the new Canadian distributing company will take and maintain a lead in the film field of this country."

Mr. Kauffman is receiving this week congratulations of his many friends over his latest deal, which is the biggest one consummated in Canada in some time past. There is no question that in Select Pictures the Canadian exhibitor will be able to book pictures that are true box office attractions. The popularity of the four great stars, the

two Talmadge sisters, Alice Brady, and Clara Kimball Young, is established in the Dominion on a firm basis.

The Select Pictures, before they left the fold of the Allen interests, were handled by the Allens through their Monarch Film Co., Limited, exchanges. They were asked for a statement concerning the Select deal, but none was forthcoming for publication. Deep silence was manifested when the subject was broached.



MR. PHIL. KAUFFMAN

## "Movie" Licenses Will Cost More

### General Revision of Ontario fees Will Tax by Number of Seats

A general revision in license fees for moving picture theatres, film exchanges and kindred amusement enterprises has been made by the Treasury Department, and as a result Hon. T. W. McGarry will this year ask the theatre-owners to contribute a substantial added amount to the revenues of the province. The changes made in the new regulations are not entirely to the disadvantage of the theatre licensee. In fact, in many cases he will be paying less than under the old system. The Provincial Treasurer is departing from the flat license fee, which made the small theatre pay as much as the large ones, and is basing the fee upon the seating capacity of the houses. Thus class A licenses required for theatres in all municipalities of 10,000 population and over will pay a charge of 25 cents a seat, with a fee of \$135 as a minimum, based upon 540 seats. Hitherto the fee was \$150 for

"movie" theatres and \$200 for others. The class has also been widened, the class A license formerly being required only for theatres in places of 15,000 population and over.

Class B licenses, in future required in places of 5,000 to 10,000 population, will cost 20 cents per seat per year, with a minimum charge of \$90. This is based upon a seating capacity of 450.

Class C licenses will in future be required for theatres in all places under 5,000 population instead of 3,000. The fee will be at the rate of 15 cents per seat, with a minimum license fee of \$75.

#### Tax on Reels.

The new regulations, based upon legislation passed last session, provide for a tax of 25 cents per reel for each month it is rented. This is expected to prevent film exchanges from sending out old reels, which are more dangerous than new films, by giving the provincial inspector a check upon all films in service. The inspector is given authority to go into film exchanges and inspect films and refuse a license for any film found to be in a dangerous condition.

The new regulations provide for the registration of all dance halls, a nominal license fee of \$1 being imposed. All travelling shows and vaudeville acts must take out a license and pay \$5 for it.

Film exchanges are to pay on a new basis. Hitherto the exchange license fee has been \$150; it will be made \$200, but will carry with it the privilege of operating a show. Heretofore an exchange had to take out an additional license for this purpose. Traveling moving picture shows will in future pay \$200 instead of \$150.

The fee for new operators will be \$8 instead of \$5. Renewals, as in the past, will cost \$3. The license fee for operators' apprentices is increased from \$1 to \$2, and the age minimum for apprentices is placed at 16 years instead of 18.

The Board of Censors is undertaking to censor advertising matter as well as films, experience having shown that the advertisements of some films conveyed suggestions that the Censor Board had carefully eliminated from the films themselves.

#### MITCHELL LEAVING REGENT.

Mr. W. Griffith Mitchell who, for the past year, has been manager of the Regent Theatre, Toronto, is leaving this week for White Plains, N.Y., where he will become the manager of the Strand Theatre in that city. The Strand is one of a string of four theatres owned by Mr. K. T. Marvin, and is a very modern and successful theatre. As manager of the Regent in Toronto, Mr. Mitchell made many warm friends, who will be sorry to learn of his departure, but pleased to know that he has taken another advancement in the theatrical field. Mr. Mitchell's successor at the Regent has not yet been announced.

#### KERRIGAN BACK AGAIN.

After an absence of eight months from the studio, J. Warren Kerrigan is completing arrangements to appear before the camera at the Paralta plant in Los Angeles within the next two weeks.

# Small Town Exhibitor is Very Necessary Declares Hespeler Man

**Patrons in Small Towns Are Real Critics and Demand Same Class of Pictures as City Folks**

The Digest has received the following interesting communication from Mr. Walter H. Musson, of the Star Theatre, Hespeler, Ont. Mr. Musson makes a suggestion in this letter regarding The Digest reviewing Toronto releases, and publishing honest criticisms, so that out-of-town exhibitors could be assisted in booking their program. This is a very good idea, and we are trying to work out something along this line at an early date.

Star Theatre, Hespeler, Ont.,

Dear Friend Mr. Peck:

As per your invitation in the "Digest," asking for exhibitors to write you, I thought I would write a few lines from the small-town exhibitor's point of view. I am not an old "bird," like Brother John Green, but have been in the game some ten years, so I am not a "fresh caught un." First, I would like to pay a tribute to the breezy Digest, which evidently has come to stay, and which promises to be a real help to the Canadian exhibitor. I think it's up to all Canadian exhibitors to support it.

Now, what about the small-town exhibitor. I am afraid we are considered "small fry" by the big fellows, but we are just as necessary in the "fillum" game as the "Rialto" class.

Another thing, we have critics here among our patrons, who are real critics, who demand a class of pictures that are shown in the cities. And most of us are showing them, which means, the industry is climbing to a higher plane. What a change from the old 5c show, when we used to pack them in and out quick. One bright spot in the game is the better feeling that exists to-day between the exchange and the exhibitor. The contract is no longer looked upon as a "Scrap of Paper," which is an excellent sign. The average salesman has cut out the "bull," and those who have not, don't get much business.

Now, Mr. Peck, just a little suggestion re The Digest. You are in a position to review the current releases. Could you give us snappy, honest criticism on these, which would assist the small-town exhibitor in booking his program.

One thing that gets my goat is the absurd way some films are punched. Whoever are responsible should be punched themselves. I have counted as many as 14 holes, which is not at all necessary, and this should be remedied by the powers that be. I hope I have not taken up too much space. I will close with the hope that The Digest will continue to develop strength.

Yours sincerely,

WALTER H. MUSSON.

## NEW ALBERTA HOUSE.

Mr. J. W. Miller, of Carmangay, Alta., who is process issuer, issuer of marriage licenses, game warden, justice of the peace, real estate dealer, lender of money, and insurance agent, finds time to launch into the exhibitors' end of the "world's fifth industry." Mr. Miller is building a moving picture theatre in Carmangay, Alta.

## Freuler Quits Mutual Film Co.

**Resigns From Presidency and Tells Reasons Why He Does So**

John R. Freuler has resigned from the presidency of the Mutual Film Corporation, and James M. Sheldon, of New York, was elected his successor at a meeting of the board of directors held at the offices of the concern at 220 South State Street.

Official announcement to this effect was made from the offices of the company. Back of this announcement is the latest chapter in a long history of motion-picture finance.

Following his resignation Mr. Freuler made this statement:

"I have resigned from the Mutual Film Corporation for the reason that I have been opposed in the execution of the course which I have deemed to be the best interests of the stockholders and creditors of the Mutual Film Corporation, including all of its subsidiaries.

"I regret that I have not been given either the moral or financial support from those interested which was necessary to the conservation of the interests mentioned.

"The destiny of the concern is now in the hands of a committee of three men, I. C. Elston, Jr., Warren Gorrell, and George W. Hall, directors and officers, and their associates.

"This committee represents the principal creditors of the Mutual Film Corporation of Delaware, Missouri, Illinois, Tennessee, New York, California, and of Canada, which previously were held by the Mutual Film Corporation of Virginia, the parent concern. The stock of these concerns is now held by the committee against claims from the principal creditors, totalling about \$700,000. The committee has given the stockholders one year in which to satisfy the claims and redeem the stock.

"It is to this operation and the steps by which it was performed that I have most strenuously objected.

"I have important motion-picture plans in the process of consummation, which will be announced probably in the early autumn."

The Mutual Film Corporation was organized in 1912, and three years later he took the presidency of the concern. It operates thirty-six exchanges in the United States and Canada.

## ERNEST SHIPMAN ANNOUNCED FIFTY-TWO PICTURES PER YEAR.

Ernest Shipman's spring announcement carries the names of thirty-two pictures for the current year, which include twelve from the W. H. Clifford Co., featuring Shorty Hamilton in his new five-reel comedy sensations, six from the Francis Ford Producing Co., which has already released "Berlin Via America," twelve from the Josh Binney Co. featuring Funny Fatty Filbert in a series of two-reel comedies, "A Nugget in the Rough," a five-reel western comedy drama, "Trooper 44," featuring the State Police of Pennsylvania; "The Tiger of the Sea," a seven-reel timely sensation from the pen of Nell Shipman, and six features from the Titan Feature Photoplay Company of Spokane, Washington.

But twenty more pictures are necessary to reach the announced output of fifty-two pictures per year, and contracts now executed and other plans in the making give Mr. Shipman assurance of exceeding this number.

With the exceptions of Nell Shipman's "Tiger of the Sea," and the forthcoming productions of the Titan Co. territory has been disposed of on all of the pictures in hand, and in some cases almost sold out. Foremost buyers in the United States and Canada are doing business on a cash basis with Mr. Shipman for most of his output. Some of these buyers represent new blood in the industry, and others have been doing business with Mr. Shipman for a period of years.

A system which first of all brings the selling value of the picture to a mutually satisfactory basis, and then guarantees to the buyers a strict fulfilment of all contracts, is enabling Mr. Shipman to dispose of the most of his territory without the necessity of screening the pictures.

Thirty-four states have been contracted for on the Francis Ford feature, and with the exception of three buyers, all have bought on the strength of Mr. Ford's past reputation, and the generally favorable trade paper reviews, those who exploit the first Ford feature having the option on his other product.

Ernest Shipman aims to represent the independent producers in the open market, and states he will only handle product which appeal to the active class of exhibitors, and meets with the full approval of the governmental authorities at Washington.

## INTO ANOTHER HOUSE.

R. Kershaw, president of the Provincial Exhibitors Association of Manitoba, who has been the lessee and manager of the Wonderland Theatre, Winnipeg, for the past five years, being unable to renew his lease, will shortly transfer his equipment to a more palatial house in the vicinity.

The next offering of that popular young fighting star, William Russell, will be "Up Romance Road," which was written especially for Mr. Russell by Stephen Fox. The story is an original comedy drama of high merit and the plot is a corker. It keeps Russell on the jump from beginning to end.



# TORONTO AND ONTARIO TOPICS

## DEVANEY JOINS FOX.

### Former Newspaperman Has Had Good Film Experience.

Leo Devaney, who, for the past five years has been identified with Shea's Theatre, and Shea's Hippodrome as director of the publicity department of the well-known vaudeville and picture houses, has associated himself with the Fox Film Corporation.

In the course of his duties with Shea's Hippodrome, Mr. Devaney has witnessed the screening of hundreds of pictures of the various film companies, and has had a wide experience in the film field, gaining an intimate knowledge of the different stars and their productions.

Mr. Devaney will be one of the sales staff of the Fox Company, and his knowledge of films, stars and publicity should prove advantageous to the exhibitors with whom he comes in contact, inasmuch as his advice in matters pertaining to publicity in writing synopsis, displaying advertisements, and placing cuts to the best advantage should prove of great benefit. He has had some years' experience as a newspaper man, and his ability is well known.

## MAKES DECIDED HIT.

Miss Rita Hallgarth, the talented young miss, whose recitation at the Regent Theatre, in connection with the initial presentation of "Lest We Forget," brought forth much praise, has been giving her recitation in a number of houses where the big war film was shown. She has recently appeared with splendid success at the Park Theatre, the Madison Theatre, the Oakwood Theatre, and the Garden Theatre. The film will be shown at the Savoy Theatre in Hamilton very soon, and the young lady has also been engaged by the Savoy management.

## VIOLIN SOLOS PLEASE.

'Tis said that Luigi Romanelli's violin solos, in connection with his work as leader of the Allen Theatre orchestra, greatly please the patrons, who are not slow to show their appreciation of his artistry on his trusty old "Strad." The orchestra itself has been brought to a high standard of musical efficiency within the past few months.

## SPECIAL SCREENING.

A special screening of the series "Boy Scouts to the Rescue," made under the direction of no less a personage than Sir Baden-Powell himself, was shown at a local down-town house last Wednesday for the benefit of the Boy Scouts, the Girl Guides, and Y. W. C. A. workers. The leaders of these movements were on hand, and strongly endorsed the pictures. The series will shortly be released through the Canadian Universal Film Co., Limited.

## A LIVE MANAGER.

Manager McArthur of Griffen's Opera House, Chatham, Ontario, is one manager at least who is ever on the alert to build bigger box office receipts. Since taking charge of the Chatham house he has built the business up to a remarkable degree, and has the support of the Chatham public.

He has recently given several children's performances, and the success that he has achieved in this line has convinced him that these special performances, if properly managed, will bring big results.

Mr. McArthur has worked out a system of keeping tab on the condition of the film as it is received from the exchanges. He has drawn up a form, which he calls "The Operator's Film Report." This report is filled out in detail by the operator, Mr. Charles McKeen, and is sent to the head office. The Digest will try to give this report form to its readers at an early date, because we believe that you will be interested in knowing how the system is worked out.



A Decidedly Uncomfortable Position

## GOING "OVER THERE."

Peter Labraico, an efficient employee of the Toronto office of the Canadian Universal Film Co., Limited, who is responsible for much of the good shipping service to Ontario exhibitors, will shortly get on the inside of the king's uniform, and will contribute his aid in Democracy's fight against the Upturned Moustache.

## PUBLICITY MAN IN TOWN.

Mr. C. H. Pierce, connected with the publicity department of the Paramount office in New York, has been in Toronto for a few days in connection with advertising and publicity plans of the Famous Players exchange in Toronto.

## GETS TRANSIENT POPULATION.

Manager Cronk of the Allen Theatre, has developed a neat little scheme, which helps to advertise the Allen, and also bring patronage to the theatre. Every day he secured from the Prince George and King Edward Hotels, two of Toronto's leading hostleries, the names of the guests. He then addresses a letter to them in care of the hotel, calling attention to the Allen Theatre as a place of amusement and relaxation from the troubles and care of the day. The results derived from this method of reaching the floating population of transients in the two big hotels of the city are said to be well worth the postage and trouble spent on the idea. Here is a good suggestion for other theatre managers in large Canadian cities.

## BACK FROM NEW YORK.

Mr. V. J. McCabe, Canadian District Manager of the Fox Film Company, returned last week from a trip to New York. Mr. McCabe was for some days in the interest of the Fox Company.

## SOSKIN IS BACK.

Mr. I. Soskin, sales manager for the Famous Players, has arrived back in Toronto after a two months' stay at the Montreal office. Mr. Soskin says that conditions in Montreal are very promising for the future of the film business, and that a number of the bigger and best houses have no reason to complain of poor business.

## RUMOR IS DENIED.

It has been rumored by salesmen throughout Ontario that the Canadian Universal Film Co., Limited, have discontinued to buy serials. This is entirely false, as the Canadian Universal Film Company's head office at Toronto report that the next serial, "The Brass Bullet," will be released the first of August at the conclusion of the "Lion's Claw."

\*\*\*\*\*  
\*  
\* **Film Offerings in Toronto** \*  
\* **This Week** \*  
\*  
\*\*\*\*\*

## THE ALLEN.

Douglas Fairbanks, in "Mr. Fix-It." All week.

## THE REGENT.

Charlie Chaplin in "A Dog's Life"; Bessie Barriscale in "Blindfolded." All week.

## SHEA'S HIPPODROME.

Theda Bara in "Heart and Soul." All week.

## LOEW'S THEATRE.

"Rasputin, the Black Monk." All week.

# MONTREAL AND QUEBEC NOTES

Montreal—"In time the genuine movie patron will learn what a farical and tyrannical institution a censorship board is, and then the board will receive its just deserts, relegation into the limbo of things best forgotten."—S. Morgan Powell, in the Montreal Star.

The above is a judgment by a man who is well known as a dramatic critic throughout the Dominion, and his remarks are well borne out by an incident that occurred at the Midway Theatre here recently. The Midway was showing "A Camouflaged Kiss," with June Elvidge. This feature had already run three days at the Strand and had then been taken off for some time. It started out at the Midway, and on Friday ran the whole of the day, and was being shown again on Saturday morning. Suddenly Sheriff Lemieux, the head of the Censor Board, walked into the theatre and demanded that the film be handed over to him. His reason was that Ex-Recorder Weir claimed that one scene in it was suggestive. Remember that the film had been duly authorized by the censors, although Lemieux himself had not been present at the screening. Naturally the manager of the theatre refused to give up the film. "I will have it confiscated by the police if you refuse to give it me," the manager was told. The latter told him to go ahead if he didn't mind facing a heavy damage action. This gave the censor pause, and when he was further told that he could take the film away if he deposited a certified cheque for \$1,000 he had to retire from the field. Yet he was given every opportunity to justify his claim if he had not been too much of a Jack-in-office to take it. He was told that if he would sit down and view the film, any recommendations he saw fit to make would be put into effect there and then. He refused. The photoplay ran all Saturday and Sunday, and the honors of war were decidedly with the Midway, and against the censor. Afterwards, when the film was returned to the Fox Film Corporation, the censors again viewed it, and after all, no alterations were made.

Can you beat that? And is it any wonder that, apart from the annoyance they cause, the Quebec Board of Moving Picture Censors is the kind of joke you'd expect to see in a slapstick comedy, but hardly in real life? Meanwhile everyone is approving the stand taken by the proprietors of the Midway Theatre. It had just that kind of dignity which the action of the censor so notably missed.

A new avenue of trade has been discovered and is being exploited by a big film exchange here. It is the department stores. Goodwin's, Limited, have booked from the General Film Corporation one reel each day, to be shown at noon to the employees and patrons of the store. The idea is not new on the continent, but I believe it is new for Canada, and it is likely that the innovation will lead to big developments along these lines.

The programme for the first week of the new scheme at Goodwin's will give an idea of the scope of the proposition: Monday, Essanay Scenic; Tuesday, "A Daughter of Uncle Sam"; Wednesday, Comedy Day; Thursday, Selig Library; Friday, "Grant, Police Reporter"; Saturday, Selig One-reel Drama.

At least, as far as Montreal is concerned, this is an entirely new field, and one the discovery and exploitation of which reflects the highest credit on the ingenuity and keenness of the promoters.

What happened at Ottawa in regard to the delegation of film men who protested against the new tax of five cents per foot on reels will be found fully covered in another part of this issue. At present the position is that the reels will be charged three cents a foot upon importation into Canada while a charge of fifteen cents per reel will be made upon exhibitors. The latter are talking, in consequence, of cutting down shows instead of raising prices. It must be remembered that if they can do this, the exchanges must necessarily raise charges on films since there will be less business. I am assured by responsible heads of exchanges that it is their intention and desire to act fairly by exhibitors, and there is much talk of a coming together of the two associations, film exchange and exhibitors, with a view to thoroughly thrashing out the whole question. There is a big possibility of this joint meeting being held in the near future when some sensible modus vivendi will certainly be arrived at.

Tommy Conway, manager of the Gaiety Theatre, the burlesque house here, whose season closed last week, rented the Orpheum for the production of "Enlighten Thy Daughter," as manager for the Purity Film League, and ran it for a week to to-day, filling the house. The bill was filled out with a couple of Ebony comedies supplied by the General Film Corporation exclusively. Tommy will now take the show out on the road throughout Quebec Province, and possibly the Maritime Provinces. He has the exclusive right of this picture in Eastern Canada.

Efforts are being made by exhibitors to have the age limit for patrons extended to ten years of age. This is in answer to the attempt to have it raised to sixteen. It is thought that a compromise will be effected under which the minimum age for unaccompanied persons in a movie theatre will be fixed at fourteen.

Much difficulty is being experienced in getting the Mutt and Jeff Comedies reels through from the States owing to poor service and transportation facilities being bad. The demand for these comedies is increasing every day, we are informed.

Daylight saving is not an unmixed blessing as far as the movies go. Patrons are apt to reach theatres later than usual in the evenings, owing to the putting forward of the clocks by one hour. Hence the big feature is liable to fall flat by reason of the majority of patrons coming in too late to see the beginning. This might be obviated to some extent by putting on one-reel dramas or light, short comedies just prior to the feature, thus ensuring that the feature shall be viewed in its entirety by a full house. The idea is worth considering.

The Holman, the Universal house here, has got "Twenty Thousand Leagues" booked, thus keeping up their high-class average. You wouldn't recognize the new Holman these days if you had been only to the old house.

At the end of the season the legit takes a flier in pictures. Thus His Majesty's is running a couple of weeks of photo plays to wind up its season. In regard to prices, however, the theatres never forget that they have held up their patrons for dollar-fifty seats, and they run the old figures into the new propositions. This lets the "legitimate" picture theatres out.

D. Wolfe, proprietor of the Palace Theatre, Verdun, has taken over the Centre Palace, formerly the Queen's Palace, in Point St. Charles, and says he is going to make as big a hit there as he is doing at Verdun. What D. W. says usually goes, too.

\*\*\*\*\*  
**Film Offerings in Montreal**  
**This Week**  
 \*\*\*\*\*

## LOEW'S.

"The Narrow Trail," William S. Hart.

## IMPERIAL.

"Playing the Game," with Charles Ray, and Maeterlinck's "Blue Bird."

## ST. DENIS.

"Blindfolded," with Bessie Barriscale, and "His Night Off," with Charlie Chaplin.

## STRAND.

"Du Barry," with Theda Bara, and "Lest We Forget," with Rita Jolivet.

## HOLMAN.

"For the Freedom of the World," with Barbara Castleton, and "The Guilt of Silence," with Monroe Salisbury.

## NEW GRAND.

"Broken Ties," with June Elvidge, and "Blindfolded," with Bessie Barriscale.

## TIVOLI.

"A Camouflage Kiss," with June Elvidge, and "The Divine Sacrifice," with Kitty Gordon.



There's a *barrel of money* in the  
**NEW BOOKING PLAN**  
under which is offered the  
series of

## **CHAPLIN-MUTUAL SPECIALS**

Twelve knockout comedies—Screen  
tested and profit proven ———

*Ask the Manager of the nearest*  
**MUTUAL FILM EXCHANGE**  
*to tell you about it ———*



**Coming Pathe Play---**

**"THE MYSTERIOUS CLIENT"**

Featuring

**IRENE CASTLE**



An unusual 5 reel play, distinctive in novelty of story  
and dramatic construction

The Castle Pictures are real drawing cards---  
Increase your business by booking them all---

---

Our adv. in last week's edition asking you to have one of  
our **NEWS FILMS** on every change of programme, has  
brought many requests for dates—we want our

**British Official War Office News**

**Pathe English Gazette**

**and Pathe News**

in your theatre—they will build your trade.

---

**The Serial---**

**"The House of Hate"**

Featuring---

**PEARL WHITE and ANTONIO MORENO**

A SURE WINNER

The Dominion Theatre in Ottawa closed for the summer—The Serial had proved  
so popular that an opposition House "The Family" made immediate arrange-  
ment to continue—Another fact to convince you to book same at once.

---

**SPECIALTY FILM IMPORT Limited**

Bookings on **“To-Day”** are Coming

First run in Montreal: The Strand---Four Days

First run in Ottawa: The Center---Three Days

First run in Vancouver: The Colonial---One Week

Dates have been requested by

Quebec

Halifax

Winnipeg

Sherbrooke

Toronto

Regina

Three Rivers

Hamilton

Moose Jaw

St. John

London

Saskatoon

Calgary

Victoria

**WHAT ABOUT DATES FROM YOU, MR. EXHIBITOR?**

**DO NOT DELAY**

---

*Another Big Attraction Coming---*

**FANNIE WARD**

in

**A. H. WOODS'**

**Most Sensational Broadway Hit**

**“THE YELLOW TICKET”**

---

**Branches:**

**TORONTO**

**MONTREAL**

**WINNIPEG**

**ST. JOHN**

**CALGARY**

**VANCOUVER**



# GENERAL FILM COMPANY (Canada) Limited



## and the GEORGE KLEINE SYSTEM

Announce

A Score of New Releases

---

We Co-operate with you Exhibitors at

**ALL  
BIG  
STARS**

**RIGHT PRICES  
on  
FULL PROGRAMS**

**Timely  
Successful  
Comedies**

**The Pick of Short Run Subjects and Real Features  
Well Directed**

---

Look These Over---

**O. HENRY STORIES - All Nationally Known  
JUDGE BROWN STORIES - Unusually in Demand**

Now Ready---Western Pictures with a Punch---

**ALFRED HENRY LEWIS' Famous WOLFEVILLE STORIES**

Features Galore---At Right Prices---

**TAYLOR HOMES in  
"A PAIR OF SIXES" and "RUGGLES OF RED GAP"**

---

**Book These Winners and Watch Real Results**

**HENRY B. WALTHALL in "LITTLE SHOES"**

**SHIRLEY MASON in "THE LAW OF THE NORTH"**

**BRYANT WASHBURN in "SKINNER'S BUBBLE"**

**MARY McALLISTER in "PANTS"**

**JACK GARDNER in "THE RANGE BOSS"**

**VIVIAN REED in "PRINCESS OF PATCHES"**

---

**COMING**

**The Biggest Picture Ever Brought into Canada**

**WATCH THESE PAGES FOR ANNOUNCEMENTS**



# MUSIC AND ITS APPLICATION TO PICTURES

Owing to the process of re-organization that has been taking place with the Canadian Moving Picture Digest for the past few weeks, the Music Department has appeared at irregular intervals in this publication. We believe that the Music Department can be made into a very useful department, and with this end in view Mr. John Arthur, leader of the Regent Theatre Orchestra, Toronto, who was formerly editor of the Music Department in the Motion Picture Bulletin, has consented to act as the editor for The Digest's Music Department.

We will try to present to Digest readers each week an article of helpful interest to all exhibitors and the musical people connected with the many Canadian moving picture houses. Mr. Arthur needs no introduction to the trade in Canada. He is a young man who has achieved an enviable reputation in the music world, and he is in a position to write some mighty interesting dope on music as it applies to the proper presentation of motion pictures.

The first article from Mr. Arthur is herewith presented to Digest readers. More will follow each week, if Mr. Arthur can find the time to devote to a weekly department. If he cannot make it a weekly proposition, a generous instalment will be given every other week in The Digest. Watch for it—and read it. You will gain some valuable pointers that can be applied to your business.

## BUFFALO IMPRESSIONS.

Mr. Arthur spent last week-end in Buffalo, and took the opportunity of paying visit to Buffalo's various picture houses to review the music situation in this American city.

"As a whole," said Mr. Arthur, "we are giving a better musical presentation to movie patrons in Toronto and Montreal than is given by the theatre orchestras in Buffalo. In one of the largest houses, which employs an orchestra of about 30 pieces, the interpretation, both musically and dramatically, was very poor. The lighting effects and the production of the picture in every way is very good. I was much impressed by these points. But they should devote more thought and care to their musical end of the house."

"One suggestion that I would make is this—in picking out the music for the feature, such scenes that last for only ten or fifteen seconds, when running consecutively, are much better if suited by as little change in the music

as possible, as changing for each scene causes a shock and decidedly distracts the attention of the patrons from the picture.

"Again, the music should be played as near the composer's tempo as possible to insure a proper interpretation. It is practicable to make a little acceleration, crescendo or a diminuendo in order to make the synchronization more perfect. However, when an andante or an adagio is played like an allegro, or vice versa, the composition musically is killed for those who are familiar with the musical number, and the effect for those watching the picture is not enhanced by any means.

"I must say something about the organs in the Buffalo theatres. In the particular house I have in mind the organ is a magnificent one, and the organist certainly knows how to handle his instrument to the best of advantage.

"More and more the organ as a musical instrument for the proper presentation of motion pictures is coming into its own. No house of any pretensions is complete without one. The effects to be obtained at the organ by a really capable organist is without limit, and adds measurably to the picture being shown on the screen.

"Taking all in all our Buffalo trip, on which I was accompanied by Dr. Harvey Robb, organist for the Regent Theatre in Toronto, and Mr. Mitchell, the Regent manager, was a trip on which we picked up many valuable ideas and pointers as to what our Buffalo friends are doing in musical lines in connection with the movie game."

## MUSIC CUE SHEETS.

The following letter, which appeared in an American trade paper last week, was written by the director of one of the leading picture theatre symphony orchestras, and is a criticism of the cue sheets furnished by the various film companies. We are publishing it to show that to a certain extent his "kick" is justified, but it must be remembered that the average cue sheet furnished to the theatres is not supposed to be followed closely—it is given merely for the suggestions it contains. The bright musician will adapt the "cue sheets" to his own individual purposes, just the same as the publicity man takes the press dope, and makes it fit his own needs.

The latter, criticising the cue sheets, as follows:—

"THE MUSIC CUE SHEET."

"Almost without exception the lead-

ing film producers maintain to-day, a Musical Service Department. This service consists in engaging men, who, by repute or otherwise, seem to them to be competent to provide each photoplay with the best possible music setting. The result is the 'Music Cue Sheet' or 'Musical Suggestion Sheet.'

"They, the producers, not being able, musically, to judge or criticize the selection or adaptation of the numbers chosen, send it out to all the exhibitors with the producer's stamp of approval. To be on the safe side, I will venture the statement that not 50 per cent. of the Musical Directors, Organists, or Pianists throughout the country, look at them. Those that do take advantage of this service, and adhere to them, give performances that jar and offend people musically able to judge the fitness of things. Why is that?

"I have before me the cue sheets of a dozen photoplays to which I have had the pleasure of setting music. Not one of them could I use. There is no word of fault to be found with the class of music selected, on the contrary, that is the only redeeming feature about them, but volumes could be written on their relationship to the picture.

"Take the Cue Sheet on 'Headin' South.' The title is 'Headin' South in a Hurry,' and the number selected is Rimsky-Korsakow's 'Son of India.' Now I should like to leave it to the musicians at large, to say whether this number fits a scene showing Fairbanks riding at full speed over the desert, winding up his mad dash, roped by Mexican bandits, and running right into a band of desperadoes. Yet this is what the Cue Sheet calls for.

"Take 'Amarilly of Clothes-Line Alley.' The title reads, 'You ought to see my mother dance.' Mother, big, husky and Irish, grabs the butler, and they do an Irish jig. 'Bedouin Girl Fox Trot' is the piece selected on the one sheet, despite the fact that a flash is shown of an orchestra, in the picture, stopping the dance number they are playing, and breaking into a jig. This particular picture gives every chance to portray the characteristics of the Irish, their love of a fight, their good humour, the smile that lies beneath every tear; but not the slightest hint of all this could be given the audience if the cue sheet had been followed literally. One could quote such examples of 'misfits' indefinitely.

"Of course, this service is gratis, to be used or not, and while one should 'not look a gift horse in the mouth,' yet why maintain it when it is of no use?

"THE SCREEN PAR-EXCELLENCE"

# ACME GOLD FIBRE SCREEN

Manufactured by GEORGE McARTHUR, Jr.

WINDSOR, ONT., CANADA

# STORIES OF THE PLAYS AND PLAYERS.

## POPULAR COMEDIES.

Eddie Lyons and Lee Moran, the clever comedians who have made themselves popular throughout the country in Nestor Comedies, are increasing their popularity in the new Lyons & Moran Star Comedies, which they are producing. These new comedies are of an entirely new type, being burlesques on popular sports. The first two comedies released so far are "Pigskin Hero" and "The Guilty Egg." Other releases are "The Tale of a Cat," "The Dodgers," "The One-Horse Show."

## PLENTY OF GIRLS!

L.K.O. Comedies, which have been famous for several years, are still being released by the Canadian Universal Film Co., Limited. The latest releases of these side-splitting riots are: "Whose Who?" "Her Movie Madness," "Adventurous Ambrose." The L.K.O. Comedy Company at Universal City have engaged a number of pretty girls to give atmosphere to their comedies, and you may be assured these comedies are ones that will bring a laugh from every patron.

## "BLINDFOLDED."

"Blindfolded," the latest Paralta release, being distributed throughout Canada by the efficient Regal organization, is a story that grips the audience to the utmost. The picture is being shown this week at the Regent in Toronto, and the patrons of this photoplay house "de-luxe" enjoyed it immensely. Crook plays are very popular, and this Paralta is a play that will place it well in the lead of such productions. The star of the picture is Bessie Barriscale, whose screen ability has placed her in the foremost ranks of moviedom. She has a big following in Canada, and in her Paralta play, "Blindfolded," she has a splendid vehicle for the display of her splendid screen artistry.

## NEW BOY CITY FILMS.

**Additional Four Judge Brown Stories Promised Through General Film.**

A new block of Judge Brown Stories is promised for early release through General Film Company by the Boy City Film Corporation. These four additional subjects have been completed: "Love of Bob," "Dog v. Dog," "A Boy Built City," and "The Case of Bennie." City Boy lads who have appeared in the first ten productions will be the feature players in this new list of subjects. Ruth Hampton, the leading lady of the Judge Brown Stories, will continue to appear.

The first ten Boy City films have established themselves as the most successful short-length features produced in many months, the bookings having exceeded all expectations. Hundreds

of exhibitors are showing the entire series and report that they have never had occasion to regret this move. A similar record is predicted by General Film for the second series now beginning.

## TWO SPEEDY LLOYD COMEDIES.

Harold Lloyd, the Pathe-Rolin comedian, is hitting on all six cylinders in the Los Angeles comedy factory, where he turns out laugh-getters with Bebe Daniels and Harry Pollard. "Fireman, Save My Child" will be released by Pathe on May 26th, and "The City Slacker" on June 2nd.

## EXPOSE OF SOCIAL INJUSTICE.

In the screen version of Michael Morton's powerful melo-drama, "The Yellow Ticket," the new Pathe feature photoplay, in which Fannie Ward is starred, may be seen a sample of the sinister workings of the social system that led to the overthrow of the Czar and the stripping of the royal personages of the great empire that now writhes in the toils of revolution and counter-revolution.

Fannie Ward is said to appear to her best advantage in "The Yellow Ticket." She rises to emotional heights that will be a surprise to her admirers who have never seen her in so powerful and skilful a character delineation as she now affords as Anna Mirrel, the heroine of this remarkable play. When presented on the speaking stage by A. H. Woods, "The Yellow Ticket" was a triumph.

## SCREEN MAGAZINE.

The destruction of two big motion picture plants by fire are shown in Screen Telegram No. 21, scheduled for release May 20th, by the Mutual Film Corporation.

The blaze at Waukegan, Ill., which wiped out a dozen government warehouses and destroyed the clearing-house of the Mutual Film Corporation, with the destruction of 40,000,000 feet of retired film, was caught by Screen Telegram cameramen.

The fire, which destroyed the studios of the Lasky Company at Hollywood, California, is pictured in the same reel.

## ENJOYS POPULARITY.

The increasing popularity of William Russell is reflected in the first-run bookings of "Hearts or Diamonds," the first production of his own company, The William Russell Productions, Inc.

"Fighting Bill's" strenuous type of rapid-fire action in such productions as "The Midnight Trail," "In Bad," and "New York Luck," has made him solid with exhibitors who are looking for pictures with a real "punch," and "Hearts or Diamonds" has established a record for first-run bookings.

At an expense of several thousand dollars and a month's labor by scores of carpenters, scene painters and stone masons, an immense set was erected recently at Universal City to be used in the production of "The Brass Bullet," the sensational serial that will star Juanita Hansen and Jack Mulhall.

The big set is a composite of several well-known localities along the Southern California coast, and includes a replica of a portion of the Palisades Hotel at Balboa Beach, one of the noted pleasure resorts, while several of the cottages shown are exact duplicates of the summer seaside residences of wealthy residents of Los Angeles.

A large observation tower resembling somewhat the old-fashioned lighthouses along the eastern coast, though used in very few of the scenes of the forthcoming serial, was erected at great expense of time and money and plays an important part in the thrilling adventures of the hero and heroine.

## CLEVER ACTING.

Billie Rhodes does some clever bits of acting and Cullen Landis and Lillian Hamilton, playing with her in Strand-Mutual comedies, help put over some extraordinarily funny situations in "Her Terrible Time," the Strand release on the Mutual schedule for May 27th.

The story is one of those happy little farces, snappy and original, which have made the Mutual-Strands so popular, with a small touch of the risqué, not enough to offend, but just sufficient to intensify the interest.

Billie as Mary gets caught in Jack's bedroom on his unexpected return from a business trip, and when Jack's family walks in he announces that they have been married. After they have extended their blessing Jack and Mary leave via the window to find the nearest preacher, that Jack's story may be made good.

## THREE MASTER-PRODUCTIONS.

State Right Features is making a special drive on three of its big productions—"The Kaiser, the Beast of Berlin," "The Price of a Good Time," "The Doctor and the Woman." All three productions have demonstrated their worth as tremendous box-office attractions of exceptional merit. "The Kaiser" smashed box office records at Loew's Toronto House, "The Price of a Good Time" turned hundreds away at the Rialto in Toronto, and "The Doctor and the Woman," played recently at Shea's Hippodrome Theatre in Toronto, and brought big business. It would be well for the exhibitors to get terms on these pictures.

The fellow who keeps telling you that the motion picture is "still in its infancy" is in the same class with the man who wants to keep his son in short trousers to save money.

# LOBBY DISPLAY DEPARTMENT

Conducted by  
ARCHIE LAURIE

## LOBBY DISPLAY FOR "THE KAISER."

The banner on top sign reaching from one end to another is 42 feet in length. It has thirty-five lights on it which is run by a flasher, and can get the lights running which way I want or flashing in and out on this display. I had it running from one end to another.

The background of this banner is all painted black, with a white letter with a blue (light) outline. The two heads of the Kaiser are from 24-sheets supplied with the feature. You will notice that the good-looking head of the Kaiser is next to the name, and the horrid looking head is next to "Beast of Berlin," bringing out the necessary effect, whereas if the heads were reversed it would be out of place and spoil the sign altogether.

The lobby display is a frame fifteen feet long by eight feet high, with a cutout of the Kaiser and the Beast of War. The women at the bottom of the lobby display, shown in horror and despair, on which the Kaiser is walking, are from a 24-sheet poster of this picture, but it came along with the head of the Kaiser 24-sheet. I cut out the head of the Kaiser and used the scene of the women by themselves and the Kaiser accordingly. I brought out the Beast of War, with the German helmet on and his big tusks. From his hands is seen the big butcher sword. I placed the Kaiser in full pose next to him.

In order to bring out the title I had to do this thus, showing two sides of the Kaiser, himself and his other half, the Beast. By doing so the title is brought out in full force, and anyone looking at it could easily see it was the Kaiser picture without looking for the name of it.

The Kaiser in the lobby display is entirely hand-painted, and so is the rest of it, excepting the women. You will notice if you look carefully, the sword which the Kaiser has in his hand is extending down to the woman who has



The above epitaph on the kaiser has had a big circulation in the States since the Universal picture by the same name was launched. If you are going to play this film probably you can find use for this epitaph in your advertising publicity.

her two hands on the floor, and is in an attitude of yelling. This pose of this particular woman is in the poster, so I made the Kaiser's sword reach to her shoulder so as to look as if the sword is stabbing her by the Kaiser's hand.

This display has also a black background to run in harmony with the banner. On each side of the display there

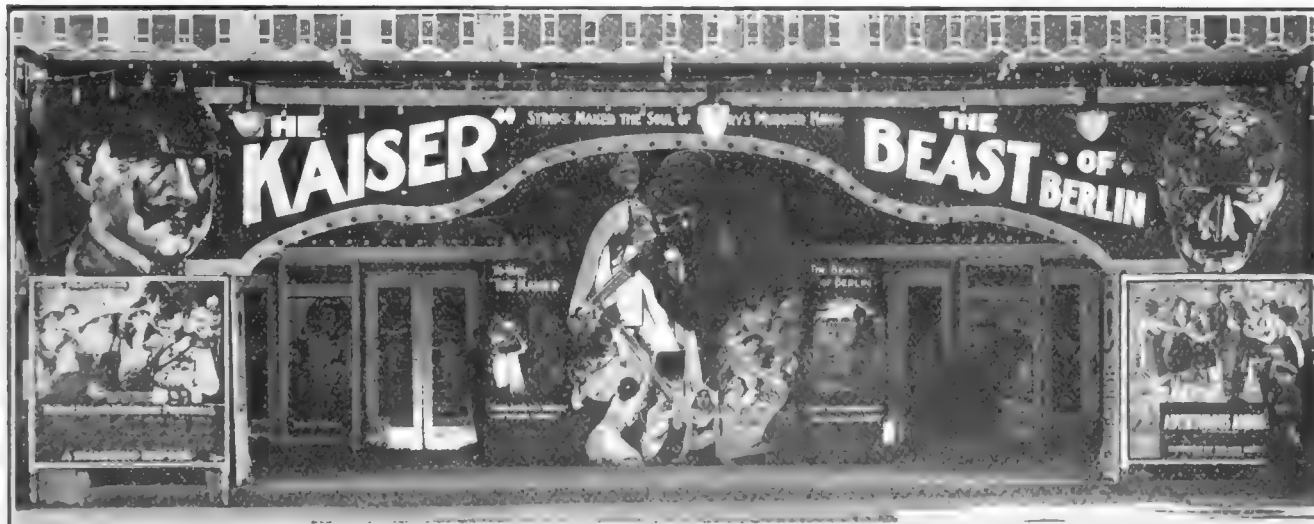
are two scenes from the picture. On the left of the photo is the scene where the German officer comes into the house and demands the daughter, and throws the old woman aside, the sentence reading, "Stand aside, old woman, it's the girl I want." On the right is where the same German officer (just after shooting the blacksmith) is gloating over the dead bodies killed in the German raid, and the sentence reads, "That's the medicine we give our enemies—you swine."

I did not use any photographs in my display or anything else besides what you see, as the crowds were too enormous, and everything was smashed and thrown aside, so thought it advisable not to use them. We had them out as far as the car tracks, and had to call out the police to handle the crowds.

One of the most intensely interesting pictures ever screened is a new World-Picture bearing the title of "A Soul Without Windows," in which Ethel Clayton will be seen during the summer.

## EVERYBODY PULLED TOGETHER

In last week's issue of the Digest, an editorial was printed concerning the meeting of the exchange representatives and their lawyers with the government officials in Ottawa relative to the import duty on film. Mr. A. S. Aronson, secretary of the Regal Films Limited, Toronto was spoken of as the "father" of the movement. Doubtless Mr. Aronson had much to do with the case, but an impression might be created that he was acting purely for Regal Films Limited in the matter. On the contrary he was one of the representatives appointed by all the Canadian film exchanges. Every film exchange co-operated in this movement, and by their close harmony succeeded in presenting a splendid case to the government.





## FOR SALE WANTED AT LIBERTY

**Wanted—** Second hand Gold Fibre Screen What have you to offer. Box J.D. "The Digest."

**WANTED—**A good second-hand A or B Powers machine; also some second-hand opera chairs. They must be bought right to interest me. This is for my new house in Carmangay, Alta. Send particulars to J. W. Miller, P.O. Box 25, Carmangay, Alta.

**Fans Wanted—**Electric fans for motion picture theatre. Write G. Rotsky, New Grand, Montreal.

**FOR SALE—**Moving picture theatre in town of 1,500, doing good business; seats 200; good reasons for selling. Box 58, Norwich, Ont.

**FOR SALE—**Moving Picture Business, in splendid small Ontario town. Has been running over ten years. Will sell at a bargain. Snap for some one. Good reasons for selling. Box 336, Orangeville, Ont.

**FOR SALE—**One of best theatres in Western Ontario. Will make attractive proposition to somebody meaning business. The Princess Theatre, St. Thomas, Ont.

**WANTED—**Motion Picture Theatre, either in Ontario or Quebec; must be well-equipped and well-located. Send full particulars to Box XYZ, care Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto.

Ethel Clayton will shortly be seen in a new World-Picture, "Silver Linings."

"Clarissa," is the working title of a new World-Picture in which Madge Evans and Johnny Hines will be starred.

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

**MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173**

Toronto,

Canada

## ELECTRIC SIGNS

**Largest Electric Sign Works in Canada**

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one year's subscription to the

**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....

# "The EYES of the WORLD"

CLUNE'S CINEMA SUCCESS

DISTRIBUTED IN CANADA BY

**ARROW FEATURES Syndicate**

**OPENS MONDAY MAY 20th. AT  
HIS MAJESTY'S THEATRE, MONTREAL  
For a run---Prices 25 and 50 cents**

Eastern Theatre Managers are advised to witness the wonderful entertaining value and box-office power of this magnificent picturization of HAROLD BELL WRIGHT'S Noted Work.

# EXHIBITORS OF CANADA

A responsible trade paper is a most essential asset in conducting your business.

## The MOVING PICTURE WORLD

read weekly by every progressive exhibitor in the United States, should be mailed to you, too, every week.

## The MOVING PICTURE WORLD

is the oldest trade paper in the film business. It was born with the industry, and has grown with it. It is an independent publication, absolutely fearless, yet honest in its policy.

## The MOVING PICTURE WORLD

enjoys the absolute confidence of every one of its thousands of weekly readers.

We will gladly mail you a sample copy free, if you are not ready to mail the coupon attached.

**CUT OUT AND MAIL**

DATE.....

**MOVING PICTURE WORLD**

516 Fifth Avenue  
NEW YORK

Send me MOVING PICTURE WORLD for One Year \$3.50, 6 Months \$1.75.

Theatre.....

Name.....

Address.....



## The Peer of Direct Current Carbons

**T**HE EXHIBITOR using direct current for projection will find in the National Silvertip combination a source of light which answers every requirement in the projection field. The Silvertip carbon was designed to meet all requirements and has proven so successful that it is now the standard carbon.

**M**OTION Picture Producers are now striving for quality rather than quantity and it is up to the exhibitor to use the best light he can get. Operators the country over are willing to stake their reputations on Silvertips as being the best carbons for direct current projections.

**NOTE: SILVERTIPS ARE FOR DIRECT CURRENT ONLY**

### For Alternating Current Projection

White A. C. Special Carbons bring out the quality of the picture. No extra equipment needed to get this noiseless, pure white light.

*SEND FOR OUR FOLDERS TODAY*

**CANADIAN NATIONAL CARBON CO., Limited**

265 Adelaide Street West

**TORONTO,**

-

-

-

**ONTARIO**



# REGAL Announces—

---

---

¶ A new Policy to be inaugurated for the Fall of 1918.

¶ The thinking exhibitor will wait before he signs for service.

# Releases in Toronto and Montreal for Week Ending May 18th

## TORONTO RELEASES

### FAMOUS PLAYERS—

"Rich Man, Poor Man," Marguerite Clark, 5 reels.  
 "Playing the Game," Charles Ray, 5 reels.

### FOX—

"Heart and Soul," Theda Bara, 5 reels.  
 "Her Heart's Revenge," Sonia Markova, 5 reels.  
 "The Honor System," George Walsh, 8 reels.  
 "The Freight Investigation," Mutt and Jeff Comedy, 1 reel.  
 "A Waiter's Wasted Life," Sunshine Comedy, 2 reels.

### GENERAL—

"By Injunction," O. Henry Story, Vitagraph, 2 reels.  
 "Blundering Boobs," Jaxon Comedy, 1 reel.  
 "Snakesville's Fire Brigade," Essanay Comedy, 1 reel.  
 "His College Proxy," Piedmont Comedy, 1 reel.  
 "The Lost Lie," Judge Brown Series, 2 reels.  
 "A Daughter of Uncle Sam," Jaxon Brand, 1 reel.

### INDEPENDENT—

"Until the End," Crane Wilbur, 5 reels.

### METRO—

"The Shell Game," Emma Whelan, 5 reels.  
 "Rubbing It In," Drew Comedy, 1 reel.  
 "A Dog's Life," Charles Chaplin Special, 3 reels.

### MUTUAL—

"Powers That Prey," Mary Miles Minter, 5 reels.  
 "His Quaker Girl," Strand Comedy, with Billy Rhodes, 1 reel.  
 Screen Telegram, No. 19, 1 reel.  
 "The Lost Express," Serial, Episode No. 10, 2 reels.

### REGAL—

"Blindfolded," Bessie Barriscale, Paralta Play, 6 reels.  
 "Indiscreet Corinne," Triangle, 5 reels.  
 "Bosputin, the Black Monk," Brady picture, 8 reels.  
 Mutt and Jeff Comedy, 1 reel.  
 Keystone Comedy, 2 reels.

### SPECIALTY FILM IMPORT—

"Dolly Does Her Bit," Baby Marie Osborn Special, 5 reels.  
 "Hey, There!" Harold Lloyd Comedy, 1 reel.  
 National Parks—"Rainier Park," 1 reel.  
 "The Price of Folly," Series, 2 reels.  
 "The House of Hate," Serial, 2 reels.  
 Pathe News, 1 reel, two a week.  
 Pathe Gazette, 1 reel.  
 The British War Office Official News Weekly, 1 reel.

### UNIVERSAL—

L-KO Comedy (title not decided), 2 reels.  
 Universal Animated Weekly, No. 21, 1 reel.  
 Universal Screen Magazine, No. 71, 1 reel.  
 Universal Current Events, No. 53, 1 reel.  
 "The Bull's Eye," Serial, Episode No. 15, 2 reels.  
 "The Lion's Claw," Episode No. 7, 2 reels.  
 "The Boy Scouts to the Rescue," Episode No. 5.  
 Bluebird Feature (title not decided), 5 reels.  
 "The Dodgers," Lyons and Moran Comedy, 1 reel.

### VITAGRAPH—

"The Woman in the Web," Serial, Episode No. 7, 2 reels.  
 "The Golden Goal," Harry Morey, 5 reels.  
 "Love and Lavallieres," Big V Comedy, 1 reel.  
 "Beautiful Thoughts," Drew Comedy, 1 reel.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

"Playing the Game," Chas. Ray, 5 reels.  
 "The Narrow Trail," W. S. Hart, 5 reels.  
 "Let's Get a Divorce," Billie Burke, 5 reels.  
 Weekly Graphic, Nos. 725-726.

### FOX FILM CORPORATION—

"The Bride of Fear," Jewell Carmen, 5 reels.  
 Mutt and Jeff Comedy, 1 reel.

### GENERAL FILM CORPORATION—

"I'm a Man," Judge Brown Story, 2 reels.  
 "The Buyer from Cactus City," O. Henry Story, 2 reels.  
 "In Wrong," Finnan Haddie Comedy.  
 "When MacBeth Came to Snagville," Essanay Comedy.  
 "Daughter of Uncle Sam," Chapter 7.  
 "A Black Sherlock Holmes," Ebony Comedy, 1 reel.

### INDEPENDENT FILM SUPPLY—

"The Public Defender," Alma Hanlon, Robert Edison and Frank Keenan, 6 reels.

### METRO—

"Treasures of the Sea," Edith Storey, 5 reels.  
 "As Others See Us," Mr. and Mrs. Sydney Drew Comedy.

### MUTUAL—

"Hearts and Diamonds," Wm. Russell, 5 reels.  
 "Spotted," Strand Comedy, Billie Rhodes.  
 Screen Telegram.  
 "Jimmie Dale," No. 15.

### REGAL (World, Globe, Paralta, Triangle, Goldwyn)—

"Freedom of the World," Barbara Castleon (Special), 7 reels.  
 "His Royal Highness," Carlyle Blackwell (World), 6 reels.  
 Keystone Comedy, 2 reels.  
 Triangle Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

"The Mysterious Client," Irene Castle, 5 reels.  
 "House of Hate," Pearl White and Antonio Moreno, "The Germ Menace," Serial, 2 reels.  
 "Price of Folly," Ruth Roland, "In Poverty's Power," Serial, 2 reels.  
 "Kicked Out," Harold Lloyd, Comedy, 1 reel.  
 History of the War, Chapter 8, 1 reel.  
 British Official War Office News, 1 reel.  
 Pathe British Gazette, 1 reel.  
 Pathe News, 1 reel, two a week.

### UNIVERSAL—

"Guilt of Silence," Monroe Salisbury and R. Clifford (Bluebird), 5 reels.  
 "Pretty Babies," L-KO Comedy, 2 reels.  
 "The Dodgers," Lyons-Moran Comedy.  
 Animated Weekly, No. 24.  
 Screen Magazine, No. 71.  
 Current Events, No. 53.  
 "The Bull's Eye," No. 15, "The Stained Face."  
 "The Lion's Claws," No. 7, "Quicksand."  
 Nestor Comedy.

### V. L. S. E.—

"American Live Wire," Earl Williams and Grace Darmond, 5 reels.  
 "Laws and Outlaws," Big V Comedy.  
 "Telegraphic Tangle," Mr. and Mrs. Sidney Drew Comedy.  
 "Woman in the Web," "Full Speed Ahead," Chapter 6.

## YOU NEED "WID'S"

### WID'S

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

### WID'S

Reaches the managers of over 5000 of the better class Theatres in the U.S.A. who tell us they cannot get along without WID'S. It will pay you to fill in coupon and mail it NOW.  
 A sample copy Free, if you like.

(Cut out and mail Now)

Date.....

### WID'S FILMS & FILM FOLK, Inc.

Times Building, New York City

Please send me WID'S—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

# FOX

*"The Name FOX on a Production is a Guarantee of its Merit"*

## **"THE HONOR SYSTEM" with an All-Star Cast**

*DRAWS DOLLARS TO THE BOX OFFICE LIKE HONEY DRAWS BEES*

## **"A DAUGHTER of the GODS" with Annette Kellerman**

Means More Business and Better Business---And that means money.

## **"THE SPY" The Kaiser's Agents Exposed**

**Dustin Farnum**

Let the public see what it is reading about—Make this timely picture on a timely subject swell your bank balance.

## **"CHASING THE KAISER" On to Berlin**

**with George Walsh**

The Eyes of the World are focused on Europe—Show your patrons what is being done to crush the Kaiser and end the World's War.

## **"HEART and SOUL" with Theda Bara**

Showing the incomparable William Fox star in a role that brings out all her sweet womanliness. A picture of self-sacrifice and heroic renunciation.

<b>Sunshine Comedies</b>	<b>Mutt and Jeff Cartoons</b>	<b>52 Specials 52</b>
------------------------------	-----------------------------------	---------------------------

# FOX FILM CORPORATION, Limited



# STATE RIGHTS MONEY MAKERS

**SHORTY HAMILTON SERIES**  
 —  
**ONE 5 REELER MONTHLY**  
 —  
**FOUR NOW READY**  
 —  
**PROTECTIVE FRANCHISE**



**"BERLIN VIA AMERICA"**  
**6 REELS**  
**STARRING FRANCIS FORD**  
**SIX FEATURES PER YEAR**



**2 REELS EACH**  
*Josh Binney*  
**COMEDIES**  
 with **FUNNY FATTY ILBERT**  
**3 NOW READY**  
**ONE A MONTH**  
**PROTECTIVE FRANCHISE**



**ALSO**

## "A NUGGET IN THE ROUGH"

A FIVE REEL WESTERN COMEDY DRAMA

**"TROOPER 44" 5 REELS**  
 FEATURING THE STATE POLICE OF PENNSYLVANIA

## "THE TIGER OF THE SEA"

7 REELS (TIMELY)  
 BY NELL SHIPMAN

**SIX FEATURES PER YEAR - M'F'D-BY**  
**THE TITAN FEATURE PHOTOPLAY CO.**  
 OF SPOKANE, WASH.

**OTHER NEW CONTRACTS**  
 (LATER ANNOUNCEMENTS)  
 AVERAGE  
**52 PICTURES**  
**PER YEAR**

NEW PRODUCTIONS FINANCED

ALL RIGHTS

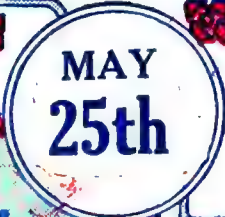
*Ernest Shipman*

17 WEST 44TH ST.  
 NEW YORK CITY

CABLE "ERNSHIP"

**REPRESENTING**  
**INDEPENDENT**  
**PRODUCERS IN THE**  
**OPEN MARKET**





# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS



## The Canadian Moving Picture Digest

An Independent National Trade Weekly  
with

# 100% Circulation

- ❑ The Digest is Canada's only Trade Paper devoted to the Film Industry.
- ❑ It is mailed each week to practically every Theatre in Canada.

ADVERTISING RATES ON APPLICATION

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.

# PROVEN SUCCESSES

## Jewel Productions

Have BEEN Tried and WON Out

**"THE CO-RESPONDENT"**

Elaine Hammerstein

**"COME THROUGH"**

Herbert Rawlinson

**"SIRENS OF THE SEA"**

All-Star Cast

**"PRICE OF A GOOD TIME"**

Mildred Harris

**"DOCTOR AND THE WOMAN"**

Mildred Harris

Have All Made Money for Canadian Exhibitors

Watch For the Next Jewel Production

**"A SOUL FOR SALE"**

Featuring

**DOROTHY PHILLIPS**

RELEASED BY

**State Right Features**

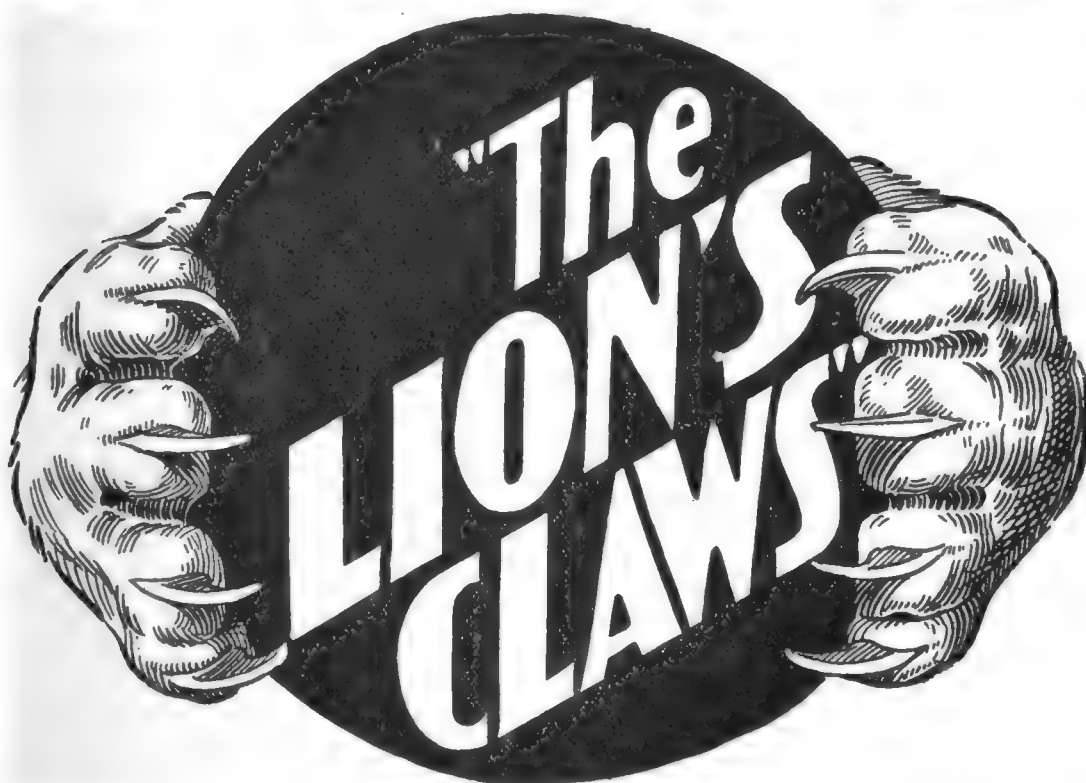
Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



# BOOK



## With Fearless MARIE WALCAMP

Popular Idol of millions. Miss Walcamp performs feats of daring that no actress in the world has ever attempted. A story that takes you into all parts of the world.

**A SURE CURE FOR SUMMER SLUMP**

---

**BOOK THROUGH ANY BRANCH**  
**CANADIAN UNIVERSAL FILM CO., Limited**

# THE WELL-INFORMED EXHIBITOR SUCCEEDS!

Every Canadian exhibitor should be constantly in touch with trade developments in the United States field.

## ***THE EXHIBITORS HERALD***

*"The Independent Film Trade Paper"*

is an ideal trade publication for the Canadian exhibitor--brief and to the point--all the important news of the trade printed without partiality and attractively displayed--accurate reviews of feature productions--pertinent editorial comment--many departments of great service to exhibitors everywhere--a full page of news of the Canadian field.

---

**THE SUBSCRIPTION PRICE IS  
ONLY ONE DOLLAR A YEAR**

---

**SUBSCRIBE TODAY**  
and avail yourself of the many service  
helps offered free to exhibitors.

### **EXHIBITORS HERALD**

417 S. Dearborn St.

**CHICAGO, U.S.A.**

Enter my order for one year's subscription to the Exhibitors Herald.

.....  
Exhibitor

.....  
Theatre

.....  
City

.....  
Prov.

# REGAL

---

---

¶ The Policy for Fall 1918 is so radical in departure, that no Exhibitor in Canada can afford to sign for any service until he knows the Regal Plan.



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE

### DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 8

SATURDAY, MAY 25th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
General Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**  
**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

#### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal  
**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## The Mighty Force of the Screen

**W**HEN the history of the Great War is written a prominent place should be credited to the part played by the motion picture. Times without number, ever since the titanic struggle of the human race commenced in August, 1914, the motion picture has demonstrated its right to be classed with the press as a disseminator of public intelligence and a mighty medium for spreading the propaganda of the Allies. One of America's greatest men, President Wilson of the United States, has on many occasions publicly acknowledged the great debt that the nation owes to the motion picture because of its part in the war.

The screen is being used to-day much the same as the daily press is used—to keep the people fully acquainted with war preparations and to convey to them information that will tend to strengthen the will to win. President Wilson said recently that, next to the press, the motion picture was the greatest disseminator of public intelligence. The American Government has lined up the screen very closely with its war program with splendid results.

It is interesting to note that moving pictures have "done their bit," and are still hard at it, right here in our Dominion. Canadian officials evidently have watched with what success the screen was being used in propaganda work in the States, and have adopted similar methods in Canada. As an instance of this, witness the recent food conservation films made for the Food Controller's office, the film that was made to boost the Victory Loan, and other propaganda film used in Canada.

A pleasing feature of the work is the absolute spirit of harmony and co-operation that has been given by the exhibitor-body of the entire Dominion. They willingly allowed their screens and theatres to be used in this work, and did everything possible to help along the movement.

This spirit has been noticed by members of the War Lecture Bureau, a department under the direction of the Director of Public Information at Ottawa. In the official publication of this department the Bureau said: "The warm reception being given to the work and workers everywhere is noteworthy. The first men approached were the managers of the moving picture houses and theatres of Canada—nearly a thousand in number—and the response has been not only prompt, but cordial, and our Bureau workers are continually reporting on the courtesies extended to them."

Yet in the face of the really worth-while and patriotic endeavors of both exhibitors and exchanges of Canada, there are municipal, public and government officials who want to heap burdens upon the entire industry, in the way of restrictions, taxes, unjust and short-sighted legislation, that really cripple an efficient and vital industry. Officials who are a little hazy on the subject of what the screen is doing can easily get enough information that will thoroughly convince them that in the moving picture they have a powerful national force capable of accomplishing much good to the country, if properly and sensibly handled.

## The United Plan Making Headway

### President Berst Says Price to Exhibitors will be Standardized

That standardization has come to be a big word in business, claiming success as its by-product, and that the plan of the United Picture Theatres of America, Inc., offers its exhibitor-members standardization in three very important phases, were the texts used in the first of a series of communications addressed to the exhibitor-members of that corporation and dealing with the aims, progress and methods of operation of the company, which was issued last week by J. A. Berst, its president.

To begin with, President Berst declared, there would be standardization of price. The United plan eliminates the necessity of dickering or bargaining on the exhibitors' part to obtain desirable film. The rental price the exhibitor will pay will be mathematically determined, and will be uniform in houses of the same classification the country over. It will be definitely set in the exhibitor's contract as a small fraction of one per cent. of the total wholesale purchase price of film, co-operative bought, a price based upon the cost of its manufacture plus a reasonable profit for its producer and the actual cost of distribution. As these figures will be available to the exhibitor-members of the corporation at all times, the rental price to the individual will be known to him in advance. It will be absolutely fixed and no degree of cleverness on the part of a salesman or no strength of opposition in the neighborhood can raise it a penny.

### GENERAL IN MIDST OF BIG YEAR.

"General Film's plan for handling releases in one central organization has benefits that now are thoroughly understood. The chief of these benefits is the elimination of extravagant duplicates in the physical distribution of film.

"Having thirty exchanges, each thoroughly organized and equipped, all directed from headquarters in New York, and constantly inspected by a force of travelling auditors and supervisors, the organization finds its task simplified by the more product it handles. Every customer for one brand of product becomes a customer for additional product of another brand. If these brands were distributed through a number of exchanges in the same town, each sale would have to be made separately, at a compound of selling cost instead of a simple one."

General Film states that a great deal more of new product is under negotiation at this time, and that future announcements may be expected of considerable trade interest.

Business in the Dominion with General has been very good, and the prospects are bright for the future. The recent Canadian reorganization has placed the General Film on a solid foundation in this country.

## TWO "U" STARS THROUGH.

Franklyn Farnum and Ella Hall Complete Contracts and Leave.

Franklyn Farnum and Ella Hall have finished with the Universal, according to information obtained at the executive offices of the corporation in New York. Advices received from the coast yesterday morning state that the two stars completed their last features at Universal City last week, and this closed their contracts with the firm.

As yet there has been no news from the Coast regarding the future plans of either of the stars.

Farnum has been with the Universal for about two years and has been featured by them in both Bluebird and Jewel productions. Miss Hall has been a Universal favorite for some time and has been featured lately in Bluebirds, her most recent being "A Mother's Secret."

## Pickford to Rest For a Few Months

### Future Alliance of Little Mary is Subject for Speculation

Mary Pickford's contract with Arcraft comes to an end early this summer. While many things are possible in the film business, and it is even probable that she will be sorely tempted, it is practically an assured fact at this time that she will not begin production again until the fall.

It is known that Miss Pickford has had many wonderful opportunities, and it has been reported that Miss Pickford and Mr. Fairbanks were offered the entire gross receipts from their pictures providing they would sign with a program company, which in that way wanted to add additional dignity to its releases.

A number of people have said that they were going to have Miss Pickford making pictures for them, and it is natural to presume that Mr. Zuffor will make an effort to sign a new contract with her for Arcraft. Nevertheless, unless something unforeseen at this time happens, Miss Pickford will rest for at least two or three months.

### ASTRA AT WORK ON "HANDS UP" SERIAL.

Word comes from Los Angeles, where Astra is hard at work on the first episodes of the new Pathe serial, "Hands Up," that it will be the best "action" serial Astra has turned out. Ruth Roland and George Chesebro playing the leads, the role created for Miss Roland in Gilson Willetts' fertile brain being better than any she has had, not excepting "The Neglected Wife," believed by many to be one of the most interesting serials ever released.

Following "Vengeance" comes "The Oldest Law" on the World program. In this picture Miss June Elvidge is starred. John Bowers plays opposite her in this production.

## Vitagraph Says Business is Good

### Canadian Affairs with this Com- pany in Prosperous Condition

The third annual meeting of the stockholders of the Vitagraph was held in New York recently. The various reports presented showed that Vitagraph business, both in Canada and the United States, has had a remarkable growth within the past year. An interesting sidelight on the business, as revealed by Mr. Irwin's report, relates to the Canadian market, which for the Vitagraph organization has produced a great volume of profitable business, notwithstanding that Canada has been known in certain quarters as the "graveyard of the film industry." Mr. Irwin has ever been a firm believer in Canada, and long ago predicted that at the close of the war such immigration as the European countries permitted would largely go to the Dominion.

The first Vitagraph exchange was opened in Toronto in January, 1916, and the company since that time has established branches in Montreal, St. John, and Winnipeg. Ever since the first establishment of a Vitagraph exchange in this country the business has grown consistently and with certainty.

In closing his report to the stockholders, Mr. Irwin took occasion to refer to the general health of the motion picture business. He declared that, although there were many evils yet to be corrected, the business was getting more healthy each year, and being placed on a firmer and more businesslike foundation.

### BELIEVES IN ADVERTISING.

### Crume, of Princess, Soo, Knows How to Get Results.

More and more the exhibitors of Canada are realizing that the successful exhibitor is the one who is wide awake, reads his trade papers, and is a consistent advertiser.

Perhaps one of the youngest and most successful theatre managers in Ontario is Mr. L. Crume, of Princess Theatre, Sault Ste. Marie. Mr. Crume is an ardent advertiser who studies his patrons and knows how to get them into his theatre.

Since Mr. Crume has assumed the management of the Princess Theatre the attendance has steadily increased. One of Mr. Crume's hobbies is advertising. In a recent letter he made this statement, "I always try to make my advertisements contrast with the others on the page." This is one of the most important points in advertising, and Mr. Crume struck the nail squarely on the head when he made that remark.

Doris Lee is leading woman for Charles Ray in the Ince-Paramount feature, "Playing the Game." Director Schertzing handled the megaphone under Mr. Ince's personal supervision.

# Finding the "Drawing Power" of Your House

That Little Question About what Crowd you reach when you Advertise with Discrimination

If you never have made an advertising analysis of your city from the standpoint of your theatre as a business institution, you would be surprised to make one now and find how much of your advertising falls short of the mark.

Understand, please, that this is no reflection on the merit of your publicity campaign, for the best advertisers in the world constantly fight inefficiency of this kind. Even such scientific propagandists as the Kaiser and his gang have spent millions of dollars along lines that did them little or no good. When the great war began, long before Americans dreamed that they would become embroiled in it, Wilhelm and his assistant Machievellians were employing learned professors to lecture everywhere through the United States

of America on the contributions of Germany to the arts and sciences—trying to plant, perhaps, an antidote for their intended barbarian frightfulness.

But when their war of expansion was well under way, they found so little sympathy from Americans as a nation that they realized that their carefully-laid publicity work had been ill-advised. They promptly recalled their professors and at once began to flood the press of America, and other countries then neutral, with photographs of German soldiers being kind to Belgian children—feeding waifs before the camera, for propaganda purposes when perhaps but a short time before, the same men had killed the parents. And this time, to a certain extent, the scheme worked.

However, this consideration is not of the press agents of the Wilhelmstrasse, but of theatre publicity that does and does not bring dollars into the box office. For increased sales is or should be the object of all advertising, whatever its character.

There are many times when theatre managers are advertising to persons who never can reach their houses. The element of convenience is highly important. When the New York Hippodrome advertises its big shows in the towns 20 to 143 miles north along the Hudson River, the management always collects on it by chartering steamers at intervals to bring the crowd to the city. So must you calculate carefully whether or not the drawing population has the means of conveyance to your theatre from the outlying districts.

In a wealthy farming community, the theatre manager knows that almost to a man, the heads of the households over the countryside have their own automobiles. Suppose, however, that even with those cars their owners have no convenient or well-kept roads over which to travel. You see how many things are to be considered.

Put convenience is by no means the only thing. The character of the play has important bearing. In a farming community where a person's life is one narrow grind, people will not respond to descriptions of a play that deals with the same kind of monotony. That is just what they want to break away from.—From Parentage Messenger.

It gives you the daily programme of attractions playing your local photoplay house during the coming week.

## The News Photoplay Calendar

Keep This for Reference During Next Week

It tells you where you can see your favorite movie star, also what shows in Toronto are playing the particular photo play feature you desire to see.

Week of APRIL 14th	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Week of APRIL 15th	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>ACADEMY</b> 1345 Bloor West	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>MADISON</b> 506 Bloor West	Madame Pompadour in "A Daughter of Comedy"	Madame Pompadour in "A Daughter of Comedy"	Madame Pompadour in "A Daughter of Comedy"	Mary Gordon in "The Romantic Comedy"	Mary Gordon in "The Romantic Comedy"	Mary Gordon in "The Romantic Comedy"
<b>ALLEN</b> Richmond and Victoria Streets	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>MARY PICKFORD</b> Queen and Spadina	"The Little Lady" in addition to a double program	"The Little Lady" in addition to a double program	"The Little Lady" in addition to a double program	"The Little Lady" in addition to a double program	"The Little Lady" in addition to a double program	"The Little Lady" in addition to a double program
<b>ALLEN'S BEAVER</b> 1784 Dundas West	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>MODEL</b> 1st Danforth Avenue	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>ASTER</b> 1230 Ossington Avenue	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>MONARCH</b> College and Crawford	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>CARLTON</b> 600 Parliament Street	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>OAKWOOD</b> Oakwood and St. Clair	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>COLISEUM</b> 2215 Queen East	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>PARK</b> 463 Lansdowne Avenue	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>COLONIAL</b> 36 Queen West	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>PETER PAN</b> 1863 Queen East	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>DORIC</b> 1096 Bloor West	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>Playhouse</b> 344 College St.	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>ECLIPSE</b> 607 Parliament Street	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>RIALTO</b> Yonge and Slater Streets	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>EMPRESS</b> 817 Yonge St.	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>ROYAL</b> 344 College St.	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>FAMILY</b> Queen and Adelaide Avenue	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>ST. JULIAN</b> 1282 Bloor West	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>GARDEN</b> 280 College St.	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>STRAND</b> 31 Yonge St.	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>GARRICK</b> 928 College Street	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>U KUM</b> 682 College Street	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>GLOBE</b> 71 Queen Street West	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>Willowvale</b> Yonge and Dufferin	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>His Majesty's</b> 241 Yonge St.	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>WINDSOR</b> College and Dufferin	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program
<b>IMPERIAL</b> 408 Queen East	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	<b>YORK</b> 412 Yonge St.	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program	Opening episode "The Little Lady" in addition to a double program

This will give Digest readers an idea of how the Toronto Daily News is hauling its weekly photoplay calendar. Over half a page each Saturday is devoted to this department. The News has been the first daily newspaper in Toronto, if not in Canada, to cater to the smaller exhibitor. The plan it said to be a decided success.



# TORONTO AND ONTARIO TOPICS

## DOING HIS BIT.

Corporal Ross Humble, who was formerly at the Family Theatre, Walkerville, Ont., and who went "over there" with the 64th Battery, has written his mother, Mrs. Humble, an interesting letter, dated from Witley Camp, England. During the absence of Corporal Humble, the Family Theatre is being successfully managed by Mrs. Humble. In his letter to his mother Corporal Humble says in part: "I am going to France. As you know, things are not going any too well with the boys over there. The greatest battles of the war, the battles on which the fate of our homes and our country depend, are being fought. The Canadians are fighting as they have always fought. They are going back, but for every inch of ground they give, they exact a toll that must soon discourage the Hun. As long as there is one Canadian wearing a khaki uniform the Canadian army isn't beaten. They are a game bunch—real men, every one of them. I want to go 'over there' and prove too that I am a Canuck, and that I have some real blood in my veins. Don't worry because the time has come for me to do something for the old flag. God will be with me. You trust in Him, so do I. May He comfort and strengthen you in these days of sorrowful happenings."

## A BOWER OF BEAUTY.

Grand Opera House, London, is Now Summer Garden.

Georgeously decorated from lobby to stage, the Grand Opera House of London, Ontario, has been transformed into a beautiful summer garden, and the many fans and improved ventilating systems which have been installed will make it a most pleasant spot for Londoners to spend the coming warm nights. Flowers and draperies galore have made the popular London house a beauty spot, and certainly it does not come second to any summer garden in the Dominion. Hundreds of dollars in real money has been spent by the management to make the transformation. Decorators from American cities were called in for their ideas and suggestions, and Manager Minhinick sent his electrician to American theatres to see how the summer gardens across the line were decorated. The final result was a revelation in artistic beauty. Like all enterprising managers, Mr. Minhinick believes that good pictures and good music always go together. In Mr. Maurice Poure he has an orchestra leader who knows his business. Poure is a London boy, and is some "fiddler," and knows how to play the pictures. During the summer months special pictures will be shown, and the vaudeville acts will consist of trios and quartets with stars on the "big time" circuit. The Grand will show Goldwyn and Vitagraph pictures. The Grand is controlled by Mr. A. J. Small, of Toronto.

## "A DOG'S LIFE" GOES OVER BIG.

The latest Charlie Chaplin comedy, "A Dog's Life," which is in three reels of undiluted mirth, played to wonderful business at the Strand and Regent Theatres in Toronto last week. Business at both houses was phenomenal. It clearly shows that the Chaplin brand of comedy still has great power as a drawing power to the box office. Harry Price of Metro says that he has had cramps in his right arm from writing contracts for this latest Chaplin. This week the film is playing at the Madison, the Oakwood, and the Rialto. Four prints are booked solid to July 15th, in the city alone.



JAMES M. SHELDON  
Newly Elected President of the Mutual  
Film Corporation.

## BACK FROM CALIFORNIA.

Toronto Exhibitor Returns After a Five Months' Trip, Which He Enjoyed Immensely.

Mr. M. Gebirtig, proprietor of the Blue Bell Theatre, Toronto, has just returned to the city, after spending the past five months on the Pacific coast. Mr. Gebirtig visited the principal moving picture studios on the west coast in California, and saw exactly how the movies are manufactured. "Business on the United States Pacific coast is really excellent," he said. "I was particularly struck with the exhibitors' end of the film business out there. All the houses are playing constantly to capacity business."

Mr. Gebirtig declared that California was one grand little country in which to reside, and he thoroughly enjoyed his visit. During his absence, the Blue Bell Theatre was managed by Mrs. Gebirtig in a very capable manner. Mr.

Gebirtig is one of the first men in Toronto to own a moving picture business. He got into the business over eleven years ago on College Street, in what was known at that time as the Queen's Palace Theatre. He then went into the Savoy Theatre at Queen and McCaul Streets, and later into the theatre in which he is now located. He has made a consistent success of his business ventures.

## ST. KITTS EXHIBITOR IN TOWN.

Mr. G. B. Odum, of the Grand, and also the Hippodrome, in St. Catharines, was in Toronto the latter part of last week, where he visited several of the local film exchanges, and made a number of bookings for his two houses. Mr. Odum says that business in St. Kitts has been very good recently.

## DO EXHIBITORS APPRECIATE GOOD SERVICE?

Regarding this important question, the following letters received by Mr. James Travis, Toronto manager of the Mutual Film Corporation of Canada, should prove interesting:

Princess Theatre, Core Street.  
Sault Ste. Marie, April 25, 1918.  
Mutual Film Corporation of Canada,  
Limited,  
21 Dundas St. E., Toronto.

Gentlemen—While you will remember that I am not at all slow in calling your attention to any small oversights or shortcomings on the part of any exchange, you will possibly appreciate this quality all the more if you find out that I am just as quick to acknowledge special favors.

I want to particularly compliment your office on the speedy and satisfactory handling of my telegram for a Chaplin Comedy for April 12-13th. There has been an epidemic of measles in this city for some time, and all children have been debarred from the theatres for a period of about five weeks. This ban was suddenly lifted by the health board on Thursday, April 11th, and in order to give the "kids" a treat on Saturday I wired for the Chaplin as above. The film was received in time for the matinee on Friday, your wire confirming the booking being received in time for me to advertise the comedy in the Friday papers. This is the sort of treatment that one likes to get.

For your information I might say that the combination of Margarita Fisher feature, "The Girl That Couldn't Grow Up," and the Chaplin Comedy "The Cure," which was used on the above dates, succeeded in breaking both the matinee record for Saturday (which I assure you is no small achievement) and the record for a day's business at this house, and incidentally turned out more pleased patrons than I have seen in a long time.

Again thanking you for the service that made the above possible, and assuring you of my hearty co-operation at all times, I am, cordially yours,

Original from (Sgd.) R. L. CRUME.

# MONTREAL AND QUEBEC NOTES

Montreal.—Archbishop Bruchesi, the Catholic head of this city, has of late been seeing a good deal of the city commissioners, most of whom are good Catholics, and has impressed upon them his views in regard to the moving pictures. The result was seen last week, when the commissioners sent out instructions to the chief of police that the law regarding moving picture theatre attendances shall be strictly enforced in the future. This means that children under fifteen years of age are forbidden to enter picture theatres unless accompanied by a parent or guardian.

The archbishop, in a letter in which he embodied his views on the question, written to the city commissioners, stated that the children spent hours watching scenes of theft and other things which taught them no good, and excited or awakened bad passions. In itself the letter was a bitter and scathing indictment of our board of censors, which the good people of Montreal were not slow to perceive. "Why," writes to the papers protested, "do we pay the censors handsome salaries if they are so purblind as to pass pictures as deleterious to public morals as the archbishop claims them to be?"

This puts the whole question at issue in a nutshell. Either the pictures are bad, and should not be permitted to be screened, or they are not, and the archbishop is guilty of gross exaggeration. There is no escape from this dilemma. Personally we think the fault is on both sides. The good archbishop sees things too much from another worldly viewpoint, whilst the censors see so many films that their poor brains have long ago suffered from fatty degeneration. As a matter of sheer fact, there are no pictures screened in Montreal theatres which are not obtained from reputable exchanges whose business reputation and integrity stand back of their products, and who could not afford to let immoral pictures go out with their sanction.

Meantime, the picture theatres here are going on just as before. Detectives have in many cases warned doorkeepers and other theatre officials not to admit children under fifteen, unaccompanied, to their shows. These warnings are acknowledged, and the children still come. At the Imperial, for instance, where special children's shows are given every Saturday morning, it is quite absurd to pretend that anything but good could come from attending the matinees, and they are going on precisely as before. The children see films that are largely educative or imaginative, stimulating. It would be as absurd to prevent children from seeing them as to stop them from going to school.

"The Soul of Buddha," Theda Bara's superb production of mystery and love, was founded on the case of Mata Hari, the Parisian dancer.

## DOING GREAT WORK.

Brownburg, Que.—The Princess Theatre here has lately been doing some big work in connection with the recent Y.M.C.A. fund. The whole of this town has placed itself on the patriotic map in the way it has raised monies for various funds, notable among which was \$150,000 for the last Victory Loan, and now it has turned to the movies to tap a new source of revenue. Maurice Davis of the Fox Films, recently visited the town to arrange for some Standard Pictures to be shown at the Princess under the auspices of the Y.M.C.A., it having been shown that "The Daughter of the Gods" netted a very gratifying amount for the Red Cross. Such big features as "The Spy," "The Honor System," "When a Man Sees Red," "The Conqueror," etc., have now been arranged to be used at the Princess in connection with further patriotic drives. Largely, the initiative and ingenuity of this idea is due to the executives of the Dominion Cartridge Company, which is the employer of practically all the inhabitants of the township.

## BUSINESS WAS GOOD.

Montreal.—Tommy Conway, manager for the Purity Film Bureau, who had a successful week all last week at the Orpheum, with "Enlighten Thy Daughter," continued on all this week and despite the heat, made good. Exhibitors in the province who want to get in on a good thing should get in touch with Tommy at once.

## GOES INTO MOVIES.

His Majesty's Theatre goes into movies this week with "The Eyes of the World," with prices from 50c to 15c. The picture is founded on Harold Bell Wright's best seller.

Harry Pomeroy, at the Holman, reports capacity business for this theatre since it was taken over by the Universal interests. The policy of putting none but the best pictures has already secured a large and growing clientele. Harry has now secured the services of Sam Goldman as his assistant manager.

Mr. L. Ernest Ouimet, president and general manager of the Specialty Film Import, Limited, of Montreal, was in Ottawa last week to meet the commissioner of taxes, and the Minister of Finance regarding the increased duty on films.

Famous Players are now comfortably installed in their new quarters at 437 Bleury. They have a well-equipped office there, and a good projecting room.

Andy Keenan, late of Pathe and Mutual, has now gone to Vitagraph. Andy will know every angle of the game soon at the rate he is moving.

Phil Hazza, formerly manager in Winnipeg of the Universal Films, is now in Montreal with the same company.

H. O. Regan, of the Varieties Theatre, Granby, Quebec, wired to the Fox Film Corporation re "The Spy": "Congratulations. 'The Spy' broke all records here. House packed every night, and people standing out in the street."

Another employe of the Specialty Film Import, Limited, of Montreal, has left to "do his bit" to make the world safe for democracy. Mr. Raoul Rickner, for the past three years in the office of the Montreal branch, has joined the flying corps, and has reported for duty in Toronto. In the last ten months this is the third Pathe employe to join the flying corps.

Mr. James Travis, manager of the Mutual Film Corporation in Toronto, was in Montreal last week for an important conference with Mr. Hofsfall, the Eastern Canadian manager. Plans were discussed which should prove to be of great assistance to exhibitors in the present crisis, and which will show that the policy of Mutual in Canada is to give exhibitors every possible assistance. Mr. Travis states that business with Mutual in Ontario has been very good in spite of the many present difficulties.

The Classified Advertisements in The Digest keep growing in number every issue. There's a reason. They bring results.

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

### LOEW'S.

"The Narrow Trail," with William S. Hart.

### IMPERIAL.

"The White Man's Law," with Sessue Hayakawa, and "The Lie," with Elsie Ferguson.

### ST. DENIS.

"The Fair Pretender," with Madge Kennedy, and "Max in a Taxi."

### STRAND.

"Joan of Plattsburg," with Mabel Normand, and "Cheating the Public," with Enid Markey.

### HOLMAN.

"20,000 Leagues Under the Sea," and "The Guilt of Silence."

### NEW GRAND.

"The Mysterious Client," with Mrs. Castle, and "His Royal Highness," with Carlyle Blackwell and Evelyn Greeley.

### TIVOLI.

"American Buds," with J. and C. Lee; "Broken Ties," with Montague Love, and June Elvidge.

# Select Pictures

## CORPORATION LIMITED

**Beg to Advise**

### **CANADIAN EXHIBITORS**

that in the future all Select Productions including the

CLARA KIMBALL YOUNG

NORMA TALMADGE

CONSTANCE TALMADGE

ALICE BRADY

Star Series will be Distributed in Canada through our own exchanges.

### **WE OFFER YOU**

Quality Productions, Stars that pack your theatre, an exchange service second to none.

Offices will be opened immediately in the principal exchange centres.

## **Watch For Further Announcement**

**HEAD OFFICE FOR CANADA**

**(Now Open)**

**21 Dundas Street East,**

**Toronto, Ont.**



The Baby smiles and shows her dimples; little Sambo  
grins and does the double shuffle—then  
right away your Patrons forget  
their troubles and Smile,  
Smile, Smile!



Book

**Baby Marie Osborne**

In her latest PATHE PHOTOPLAY

**“A Daughter of  
the West”**

## **“History of the Great War”**

is proving a great BOOM to Exhibitors showing this series---

Every country at war is shown when war was declared and what  
they are doing now---

Have our Nearest Branch show you a few episodes---you will be  
convinced of its drawing power---

## **The Hot Weather is on!**

Are you preparing against the depression in your receipts---

**BOOK “TO-DAY”**

**Featuring FLORENCE REED**

and directed by RALPH INCE---In Seven Parts  
will have people patronize your theatre even in the hottest days

## **SPECIALTY FILM IMPORT Limited**

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

The Predominating Stage Hit of a Decade  
Now in Motion Pictures at last

A. H. WOODS'

Presents

**FANNIE WARD**

In the Sensational PATHE PHOTOPLAY

**"The**

Praised by Press and Pulpit as a scathing  
denunciation of things that  
shouldn't be.

**Yellow**

Make Immediate Arrangements  
with Nearest Branch for  
Early Dates.

**Ticket"**

REALISTIC

VITAL

ABSORBING

---

EXHIBITORS are responding very well to the campaign we have  
organized that they show a NEWS Film on  
every change of Program.

Requests for dates are coming in daily, but we want every Exhibitor  
in the Country to show them.

**British Official War Office News**  
**BRITISH GAZETTE and PATHE NEWS**

---

Branches: TORONTO MONTREAL WINNIPEG  
ST. JOHN CALGARY VANCOUVER



*Universal's Big 5 Episode Serial Special*

# "BOY SCOUTS TO THE RESCUE"

Produced Under the Supervision of Lieut-  
General Sir Robert S. S. Baden Powell

---

Not—A Serial of Drills  
But—A Series of Thrills!

**ENDORSED** by Canadian General Council  
and Provincial Council of Boy  
Scouts and Dominion Council of  
Girl Guides and the League of  
Honor.

**EVERY BOY SCOUT  
IN CANADA IS  
BEHIND THIS FILM**

Bookings Can Be Arranged Now---

---

**CANADIAN UNIVERSAL FILM CO., Limited**

Head Office - TORONTO, ONT.

ST. JOHN

MONTREAL

WINNIPEG

CALGARY

VANCOUVER



# MARITIME PROVINCE MENTIONS

## BACK TO PICTURES.

The Lyric goes back to pictures this week, a Beverley Bayne one for the first of the week: "Red, White and Blue Blood," and Theda Bara in "Carnegie," the last three days.

## BACK FROM CONFERENCE.

Charles H. Kerr returned from a trip to Montreal, where he attended a meeting of the Mutual Managers of Eastern Canada. He expects to have some important announcements to be made to exhibitors shortly, as the new president, James H. Sheldon, has some great plans for the future.

## NEW REGULATIONS.

### Vaccination Certificates Must Be Produced in St. John.

The new regulations regarding the production of a vaccination certificate at the theatres caused a great shrinkage in the Saturday matinee the first day it went into force. The Imperial usually has nearly fifteen hundred children on Saturday (this being way above the average of many houses in the United States) and with the serial, caters to the kiddies for that afternoon. On Saturday last there were only 110 children admitted. The other theatres all felt the difference, the Palace Theatre, North End, not holding any matinee. Next week will probably see a change, as by that time the many children who have been vaccinated will be able to produce the certificate of "successful vaccination," and will be back again following the adventures of their favorite hero through wonderful happenings.

## MAY LEAVE ST. JOHN.

St. John, N.B.—The most exciting bit of news heard about the city is the proposed move of the film exchanges from St. John to Moncton on account of the taxation, which they claim is excessive. "Ike" Soskin, of the Famous Players, was in the city last week as representative of the film exchanges, and talked the matter over with the mayor and others in authority.

On Friday Mr. Soskin was in Moncton, and interviewed the City Council with reference to locating there. It is understood that the authorities there made very reasonable proposals. Truro and Halifax have both been approached on the subject, and these towns are anxious to have the industry come to them.

It would mean that between sixty and seventy persons who are employed in the exchanges would leave St. John, and the changing of the centre of the film industry from the place where it was originally settled.

In addition to licenses and censorship fees, the taxes of one exchange mount up to nearly \$450, and it is felt

that this is rather the last straw, considering the high overhead expenses and the fact claimed by the exchanges that they are losing money in this territory.

While in St. John Mr. Soskin made an inspection of the exchanges.

## REGAL AND METRO.

### Their Pictures Are Playing to Great Business in Eastern Canada.

The Regal Film Company and the Metro Film Service are getting nicely settled in their new quarters on Dock Street, in the offices formerly occupied by the Perkins Electric Co.

The Royal is looked after by H. H. McArthur as manager, and E. A. Brown, sales manager. They handle Goldwyn, Triangle, Globe, World and Paralta pictures.

E. A. Brown was just back from a trip up the north shore of New Brunswick, where he says he finds business very good. The smallpox has almost entirely disappeared, and the summer weather has not yet begun to affect the attendance.

Every town in the north shore shows a picture released by Regal.

Shortly they will have Maciste in "The Superman" here for release, and if it is as good as "The Warrior" it ought to do good business. It is expected that "Lost We Forget" will be shown in St. John.

The new manager of Metro is E. Teele, who formerly managed His Majesty's in Sherbrooke, Que. Mr. Teele has the Petrova releases, the Charlie Chaplin Specials, and the First National Exhibitors releases to look after.

## A GOOD FOX FILM.

A very fine Fox picture was given at the Star Theatre last week. "Fair Play," featuring William Farnum, has my recommendation whenever anyone wants it. It is a splendid picture throughout; well acted, well staged, and a good plot.

A new association was formed in St. John on Saturday last, when a number of exchange men got together to organize a branch of the Exchange Managers' Association. The meeting was held at Bond's Restaurant, and in spite of food regulations, I believe other things besides business were discussed.

The movement is, of course, Dominion-wide, and the branch formed here will be known as the Exchange Managers' Protective Association of the Maritime Provinces.

The following officers were elected: President, H. H. McArthur (Regal); vice-president, G. H. Margetts (Universal); secretary-treasurer, R. Romney (Vitagraph); legal adviser, T. P. Regan.

It is expected that in protecting the exchange managers many movements of benefit to the exhibitor will be introduced.

## "UNCLE DAVE" RICHARDS DIES IN FREDERICTON.

The motion picture fraternity of New Brunswick, and in fact the Maritime Provinces, has lost one of its most conspicuous figures in David M. Richards, up to a few months ago proprietor of the Gem Theatre in Fredericton. Deceased suffered for a protracted period with heart trouble, and succumbed April 23rd. His last visit to St. John was in the autumn of 1917, when he attended an executive session of the N. B. branch of the Maritime Provincial League. The late Mr. Richards, affectionately known as "Uncle Dave" by the picture boys, was the very soul of jollity and good nature. He was most original in coining amusing nicknames for his friends, and it was always rare fun when somebody in a promiscuous gathering would "get him going" on some of his pet antipathies, especially certain film salesmen, for among the late showman's many qualities were frankness and definiteness.

"Uncle Dave" was kindly and generous. He was a man of independent means, being a retired lumber operator, and an ex-captain of industry. The picture game was his toy. When health began to fail him F. G. Spence, of St. John, leased the Gem, and added it to his chain of Maritime Provincial houses.

The deceased picture man attended all the Maritime conventions, and was an enthusiastic organizationist. His funds and voice were always at the support of the executives in which bodies he gave wise counsel. Being a man of extraordinary size, possibly close to 400 pounds, and over 6 feet tall, it was a favorite joke of his to sidle up alongside a certain well-known St. John exhibitor whenever he could get an audience of picture people, and announce: "Get your cameras ready, boys, here we are—the biggest picture manager in captivity and the smallest in the world. I run the smallest house, he runs the biggest." This always drew a laugh, as the St. John man weighed about 100 pounds, and is only a little over five feet tall.

"Uncle Dave" is going to be missed. He was a sort of foster-father to all the exhibitors in his territory, and the public, too, were all his warm personal friends.

## SPLENDID FILM.

"The History of the Great War" (Pathe), shown at the Imperial, are exciting much favorable comment. These should be run in every theatre, as they are educational, interesting, and patriotic.

L. R. Acker of Halifax is expected here this week.

F. G. Spencer is back from a tour of his theatres.

The Unique is showing Fox pictures at present, with the Pathe Serials.

Original from

NEW YORK PUBLIC LIBRARY

# ADVANCE NOTICES FROM THE EXCHANGES

## "BOY SCOUTS TO THE RESCUE."

Never before has an exhibitor had such a ready-made audience as he has when he runs "The Boy Scouts to the Rescue" series.

This series was produced under the supervision of Lieut.-Gen. Sir Robert S. S. Baden-Powell, founder of the Boy Scouts in England, and while the various phases of the Boy Scouts training are given in detail, they are given in connection with a thrilling story of the rescue of the men from the mine explosion, locating German spies on the shore of England, etc.

At a special screening in Toronto the Ontario Council of Boy Scouts heartily endorsed this picture, also the Dominion Council of Girl Guides and the League of Honor and at a screening held in Ottawa, the Canadian General Council of Boy Scouts gave their endorsement and support to all exhibitors using same.

In every town in Canada there is to be found a Boy Scout or Girl Guide company, and all these troupes are going to be notified to assist in all possible way to exploit same and also the leader of each troupe will endeavor to see that all the boys under him will view the entire series.

The Canadian Universal Film Co., Limited, have campaign books which they will be pleased to give the exhibitor, giving advertising information and their Publicity Service Department will be pleased to assist any exhibitor to put this feature "over the top." The exhibitor really has a guaranteed audience for five weeks when he runs this series, as there are five episodes of two reels each.

## TWO BIG SERIALS.

Universal has long been noted as the company that knows how to construct winning serials. In two of the latest Universal serials, "The Bulls Eye" and "The Lion's Claw," this company has again lived up to its reputation for producing serial thrillers that attract business to the box office. These two serials are said to be crammed full of action, suspense, thrills, and other ingredients that go to make a good serial. If you are in the market for a serial it would be well worth your time to communicate with any Universal branch in Canada.

## TIMELY SCENES.

Timely and beautiful scenes "In Southernmost Russia" are shown in a Pathe scenic of that title to be released May 26th. The picture contains remarkable scenes from the Crimean peninsula, with numerous glimpses of the Port of Sebastopol, one of the best harbors in the Black Sea.

The parks of Sebastopol rival the famous Italian Riviera in picturesqueness and beauty, with their countless monuments erected to the heroes of the Crimean War.

## HAROLD LLOYD AND BEBE DANIELS WIN FIFTEEN LOVING CUPS.

The dancing fever is again sweeping Southern California. With thousands of motion picture actors living in the vicinity of Los Angeles the night life of the community is rapidly taking on the appearance of a miniature New York.

The taverns in the vicinity of Los Angeles are the scene of many popular entertainments. For the past few weeks a series of competitive dancing contests have been in progress.

Harold Lloyd and Bebe Daniels, of the famous Pathe-Rolin comedies, have carried off most of the prizes. They have won fifteen cups. A new comedy soon to be completed for Pathe will feature the remarkable dancing ability.



## TOTO COMPLETING "FIRE THE COOK."

Toto, the inimitable comedian of the New York Hippodrome fame, has completed his next sidesplitter, "Fire the Cook," which is set for release by Pathe on June 23rd.

Clarine Seymour, the pretty comedienne, again acts as a foil for Toto in this forthcoming comedy feature, which will follow "The Junkman," a wholly original characterization to be released May 26th.

## TWENTY EPISODES FOR SERIAL.

"The House of Hate," Pathe's new serial, starring Pearl White, will be released in twenty episodes.

Mary MacLaren's latest photodrama, being made under the title of "A Man's World," by Ida May Park, the well-known Universal woman director, is nearing completion, and will be finished within a fortnight.

## "OVER THE TOP" DENIED TO STATE RIGHT MEN.

"Over the Top," Vitagraph's super war picture, with Sergeant Arthur Guy Empey in the star role, will not be leased on a state right or territorial basis under any circumstances, according to a statement issued by Walter W. Irwin, general manager of the Vitagraph distributing organization. Mr. Irwin declares that the big feature will be marketed in the same manner as the other Vitagraph specials; that is, to first-run exhibitors for special runs and then on the regular leasing basis.

Mr. Irwin states that since "Over the Top" was first shown at the Lyric Theatre, New York, three weeks ago, many of the leading exhibitors of the United States have made special trips to New York to see it, and have already begun negotiations for it. In addition, he says, he has had scores of enquiries from all parts of the country from show men seeking states and territorial rights to the picture. One bid was made for the entire New England rights, another for the Southern States, one for the entire State of California, and others for other sections of the country. To all of these offers Mr. Irwin has sent a declination, stating that the picture will be distributed solely through the Vitagraph organization and that regular exhibitors will get the first chance to present it in their respective territories.

## CURRENT AND COMING WILLIAM FOX RELEASES

### Special Features.

Peggy Hyland: "Peg of the Pirates."  
George Walsh: "Brave and Bold."  
Gladys Brockwell: "Her Own Mistake."  
Tom Mix: "Western Blood."  
Jane and Katherine Lee as "American Buds."

### Standard Pictures.

"The Caillaux Case."  
Annette Kellermann: "Queen of the Sea."  
R. A. Walsh's Drama "Woman and the Law."  
"The Blindness of Divorce."  
Theda Bara: "The Soul of Buddha."  
William Farnum: "Les Miserables."  
William Farnum: "Rough and Ready."

### Sunshine Comedies.

"A Waiter's Wasted Life."  
"A Self Made Lady."

### Mutt and Jeff Animated Cartoons.

"The Freight Investigation."  
"The Leak."  
"On Ice."  
"Helping McAdoo."

Lawrence Semon, director of comedy for Vitagraph, is filming on the West Coast a burlesque on "Cleopatra." Marble halls were built for Cleo on the Hollywood lot.

# STORIES OF THE PLAYS AND PLAYERS

## VOLUNTEERS FOR FRANCE.

After making her first public appearance since the death of her aviator husband, Irene Castle this week volunteered to go to France, paying her own expenses, to help entertain American soldiers in field war theatres. It is probable that Pathe's latest Irene Castle photoplay, "The Mysterious Client," will be shown in war theatres behind the front lines in France. "The Mysterious Client" is said to give Mrs. Castle greater opportunity to display her acting ability than any other photoplay in which this dainty star, "the best-known and best-dressed woman in America," has yet appeared. She emerged from the retirement she sought after Captain Castles' tragic death, on May Day, when she welcomed to America, from the Palace Theatre stage in New York, the 105 French Chasseurs who came from the trenches to help arouse interest in the third Liberty Loan campaign.

## "HOUSE OF HATE" THRILLS FILMED ON HUDSON.

Pearl White, Antonio Moreno, and the supporting company in the big Pathe serial, "The House of Hate," were mighty glad to welcome the advent of warm weather, for Pearl and Tony have been enjoying (!) daily duckings at the base of the Palisades. The serial star and her leading man have been busy making the late episodes of this popular mystery serial, on the banks of the Hudson, opposite New York, and the "water stuff" has been a bit ticklish—what with the cold wind and such. Branch offices of the Pathe Exchange report that "The House of Hate" is beating all other serial records established by the champion box office star.

## A SPLENDID SERIAL.

It is an assured fact that serials, at least good serials attract an audience back to the theatre, week after week, to see what happens the hero or heroine, or to see how she escapes from the danger she was in when the last episode finished.

A serial to be successful must have an attractive heroine and a thrill in every scene. The Universal Film Company's latest serial can claim right to all these essentials. Marie Walcamp is the idol of the movie fans all over the world for her fearlessness in "The Lion's Claws." She allows a wild lion to jump on her shoulders and knock her down, and all throughout the serial she accomplishes the most daring feats imaginable.

The serial has all the thrills anyone can desire, and takes one to the jungles of Africa, where the British Embassy is quartered. The exhibitor who books this serial need have no fear of the summer slump, his audience is assured until the duration of the serial, no matter how warm the weather is.

Jewel Productions are not released every week, but time is taken and money expended to make these productions jewels in every sense of the word.

Releases up to date have been proven by the exhibitors themselves to be money-getters, and exhibitors who have not already run same have a pleasure awaiting them.

With a little extra advertising these features can be made the talk of the town. Note the advertising possibility in the names alone: "The Price of a Good Time," "The Co-Respondent," "The Doctor and the Woman," "Man Without a Country," etc.

On the heels of these box office winners comes the announcement that another Jewell Production is to be released entitled "A Soul for Sale," featuring Dorothy Phillips. This feature was screened in the projection room of the Canadian Universal Film Company, Limited, and it was the unanimous opinion of all those present that it is the best Dorothy Phillips production released so far.

Edward Sloman, who is directing the Mary Miles Minter features for the Mutual program, says that the public doesn't realize how long it takes to film some of the little "touches" that they like to see so well in the photoplays. Last week "Ted" had some scenes in which he had to use a young donkey, and every time he would get the animal in place and ready to take the scene it would walk out of the lines of the camera. "Ted" tried the scene ten times with the very same result, and finally he hit upon the scheme of tying the mule's feet to the ground so he couldn't move, which served the purpose.

Bessie Barriscale has commenced work again at the Paralta studios, after a few days' rest, on a new production, the temporary title of which is "A Wife's Conscience." William Parker wrote the story, and it offers some very good opportunities for emotional acting, of which the Paralta star is so capable. Bessie has had some very delightful roles since she formed her own company to release through the Paralta, and personally selects all of her own stories, so there is never a chance of her doing a story that is not suited to this versatile little star. The story has many new twists to it, and Bessie hopes to make it one of her most entertaining features.

Monroe Salisbury, who has been doing such fine work in his Bluebird productions, in which he is starred by the Universal Film Company, expects to be started on his new vehicle by the first of next week. He has completed "Silent Smith," his latest starring film, and is now spending most of his time in the shops of Los Angeles selecting the wardrobe for his next feature, and at the studio, studying over the script, which as yet has not been given a final title. He will be seen in a new characterization, and is looking forward with a great deal of pleasure to playing it. In each of his last five Bluebird productions he has had an entirely different type of part to portray.

Inside stuff: In her new Goldwyn picture (won't give the name) Mabel Normand wears a daring bathing suit. A mere whisper to that effect about town should fill the theatre to overflowing.



William Dunn and Miriam Miles in "Nemesis and the Candy Man," by O. Henry.  
A General Film Company Picture



# PROJECTION DEPARTMENT

## OFFSET PROJECTION.

By Will C. Smith.

(Communicated to the Society of Motion Picture Engineers and reprinted from the Transactions of the October, 1917, meeting.)

When a projecting machine is set in any other position than directly opposite the centre of the picture screen: in other words, when the projecting machine is "offset" from the centre of the screen, certain highly undesirable effects are produced in the picture. These undesirable effects are of two kinds: first, blurring of certain edges of the picture, and second, distortion of the object appearing on the screen.

Taking up the first of these effects, i.e., blurring of the edges, this is seen to be due to the fact that one edge of the screen is further from the lens than the other edge, and consequently, if any chosen part of the picture is focussed clearly on the screen, other parts of the picture must of necessity be out of focus. When the "offset" of the projecting machine from the screen centre is not greater than say five per cent. to ten per cent., then the blurring effect is not particularly noticeable, but when, as in some theatres, the angle is as great as 35 degrees, it is utterly impossible to produce a picture of any attractive size which is tolerably sharp all over.

The second of the ill effects of "offset" projection, the distortion of the objects shown, is due to the fact that the light beam coming from the projection machine to the screen is cone shaped, and grows rapidly larger in area as the screen is approached. Consequently, if a section is taken through such a light cone at an angle, then, since one edge of the section-plane cuts a narrower part of the beam than the other edge, it follows that one edge of the picture will be larger than the other, and the farther the cutting section is taken from the lens the larger the projection is, so it follows that the same object moving to different positions in the picture will undergo a change in size.

Considering now a special case, which is perhaps the most common case of "offset projection," let us consider that the projecting machine is placed in the balcony of a theatre directly in line with the centre of the screen on the stage, but considerably above it. Then the light cone will come down to the screen and strike at an angle, and the following undesirable effects will be apparent:

1. The top and bottom of the picture will be blurred, while the middle will be clear.\*

2. A body moving from the top to the bottom of the picture will become considerably larger.

3. All vertical objects will be large at the bottom and small at the top—for instance, a man will have big feet and a small head.

4. All objects will be abnormally tall.

When the projecting machine is horizontally in line with the centre of the screen, but a considerable distance to one side of it, then the same kind of distortions are present in the picture, but with some difference, as follows:

1. The sides of the picture will be blurred, while the middle will be clear.\*

2. A body moving from one side to the other of the picture will become larger or smaller.

3. All horizontal objects will be larger at one end than at the other.

4. All objects will be abnormally extended laterally.

In some theatres the projecting machine is offset, both horizontally and vertically, in which case the picture shows evidence of both kinds of distortion described in the special cases above.

\*This assumes that the objective has been so focused as to give a sharp delineation at the centre of the screen. If one side of the projected image is sharply focused, the picture will show a gradual falling off, laterally, in definition, which becomes poorest, of course, at the side of the picture opposite to the one focused for.—Ed.

There have been certain attempts made to correct the bad effects of "offset projection," but owing to the fact that distortion and uneven screen definition are inevitable consequences of so placing the projector, that the axis of projection is not normal to the screen surface, these methods have proved far from successful. These corrective methods consist in:

1. Filling the aperture plate of the projecting machine, and thus giving the light cone a distorted shape previous to its reaching the screen—the result of this distortion and the natural distortion being neutral and thus giving a picture with a correct border line. But it should be noted that this method does not in any way correct the distortion actually within the border.

2. Showing a small picture high upon the screen. The disadvantage of this method is apparent.

2. Tipping the screen one way or the other. This method makes the picture hard on the eyes of the audience, and is consequently little used.

In conclusion it may be stated that there is at the present time only one way of preventing the ill effects of "offset projection" and that is to eliminate the "offset," in other words, to place the projecting machine nearly opposite the centre of the screen.

Every man and woman who has the expensive habit of eating should see "A Waiter's Wasted Life," the first Sunshine Comedy in May. Remember the irate hotel proprietor who challenged a patron to a duel and said: "My seconds will wait on you." The guest replied: "It's about time some one waited on me here."



RUTH CLIFFORD  
A Prominent Blue Bird Star

Phone College 7262

WM. P. COVERT  
BUSINESS REPRESENTATIVE  
MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173

Toronto,

Canada

"THE SCREEN PAR-EXCELLENCE"

# ACME GOLD FIBRE SCREEN

Manufactured by GEORGE McARTHUR, Jr.

Head Office: 497 Phillips Square, MONTREAL

# LOBBY DISPLAY DEPARTMENT

Conducted by  
ARCHIE LAURIE

For a funny film it is of course necessary to give the full flavor of the rich humor that a Chaplin feature presents. In order to do this I picked out one of the most humorous incidents of the picture, that in which Charlie conceals the dog in his trousers, and the tail of the animal is wagging from a hole in them, and incidentally beating the drum of the orchestra.

There are two plans to this display; the front plan being Chaplin, the drummer and the gallery rail in the background. The bass drum, the tom-tom, and the snare drum are all actual instruments. In the picture itself the dog's tail, which protrudes from Charlie's trousers, is seen striking the bass drum. If I had have put the drum exactly between Chaplin and the drummer, it would have made the space in front of the drummer look too open, and would have ruined the entire effect, as the figure of the drummer is only painted, and not a cardboard dummy or a wax figure. It therefore has a flat appearance from the body downwards; consequently I used the drum to conceal his lower body.

The next best thing was to get the tail to strike on an instrument, and for this purpose the tom-tom suggested itself, and this is, moreover, an instrument which is comical in itself.

The tail was constructed out of an ordinary round piece of wood and a wrap of cotton was wound around it, but heavier cotton was used on the top in order to give it a natural appearance by making the cotton thinner towards the end and to terminate in a curl such as a puppy would have.

I afterwards painted the tail a combination of white and yellow, to agree with the color of the dog's head. The

tail is fixed on a pivot on the back bracing, and made to move backwards and forwards by an ordinary motor with pulley attachments. Each time the tail strikes the tom-tom a heavy weight (controlled by the same movement) strikes a copper sheeting, and makes the required sound, to give the illusion of the wagging of the tail beating the drum.

The drumstick held in the drummer's hand is also on a movement. It is timed to move and to strike forward in an effort to hit the tail as it comes towards the tom-tom, but this is timed to just miss it each time.

The dog's head, which is shown emerging from Charlie's trousers, is not a cutout by itself, but is painted together with Chaplin's figure.

The banner or huge sign brings out the necessary titles and reading matter of the film. All the little dogs painted around this banner increase the effect, and are done by stencil, being four different kinds of dog.

ARCHIE LAURIE.

## CHAPLIN PRINTS IN DEMAND.

The great success achieved by the latest Chaplin release, "A Dog's Life," has certainly injected life into some of the old Chaplin prints, and film exchanges having some of the early releases on hand report that there is a brisk demand for them. The extensive advertising that was given to "A Dog's Life" has whetted the appetite of the public for Charlie in any shape or form, and the manager who is enterprising has lost no time in booking a Chaplin and advertising it and cashing in on the accumulative advertising.

## STAGE WILL USE SCREEN STORIES

—William Fox

## Producer Says Present Process Will Be Reversed Shortly.

William Fox is one film impresario who is of the opinion that the day will dawn shortly when the stage will dramatize many of the most successful screen stories each year—the reverse of the practice now enjoying such great vogue.

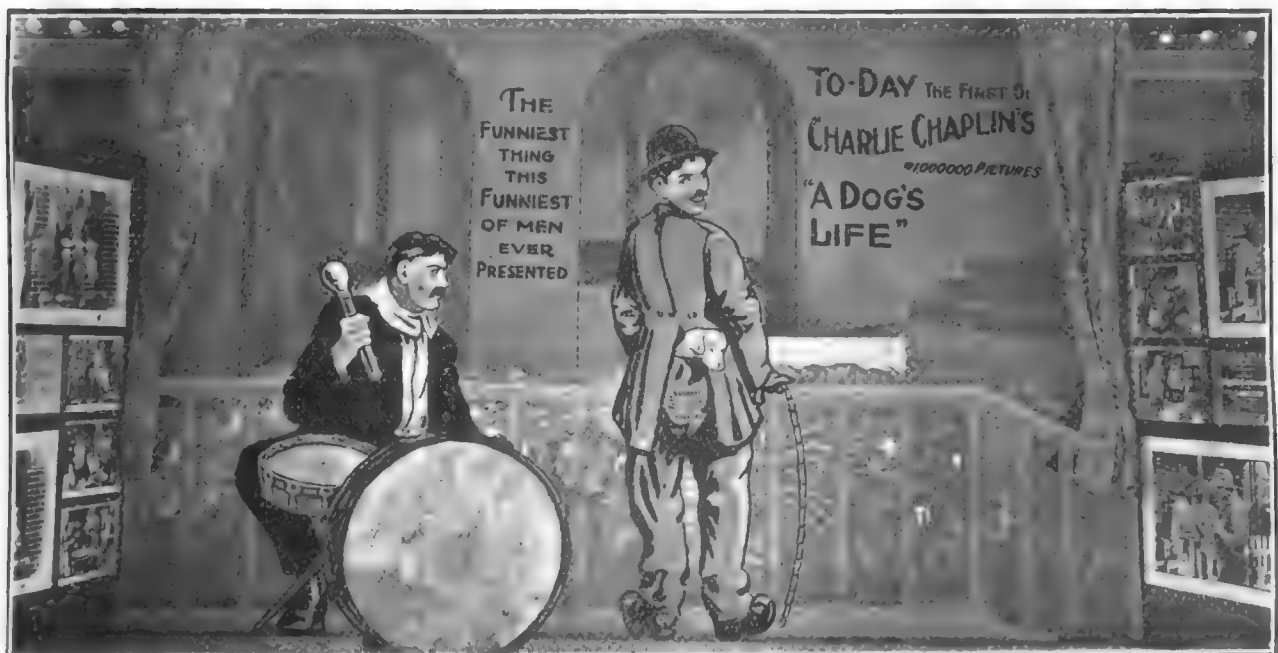
"So far as I know," he says, "there has been no dramatization of an original story written for the screen. Many scripts would lend themselves easily to adaptation of this kind.

"The screen's increasing demand for better and better stories, with a corresponding willingness to pay accordingly, has already attracted the attention of the foremost writers. The point will soon be reached where original stories of such quality will be turned out for pictures that theatrical men will seek to purchase the stage rights.

"The stage and the photoplay have each of them their own appeal, but if a story, interpreted in pantomime, can win marked favor, fancy how much more effective it will be in certain instances, with the aid of the spoken word.

"The foregoing is brought to mind by a request from a college theatrical club for permission to present on the stage 'The Broadway Sport' and 'The Derelict,' which Carl Harbaugh wrote and directed."

Tom Mix is a man after Theodore Roosevelt's own heart in "Western Blood." The picture will recall the Colonel's rough-riding days to him when he sees it.



LOBBY DISPLAY FOR "A DOG'S LIFE"

## FOR SALE WANTED AT LIBERTY

**WANTED**—A good second-hand A or B Powers machine; also some second-hand opera chairs. They must be bought right to interest me. This is for my new house in Carmangay, Alta. Send particulars to J. W. Miller, P.O. Box 25, Carmangay, Alta.

**Fans Wanted**—Electric fans for motion picture theatre. Write G. Rotsky, New Grand, Montreal.

**FOR SALE**—Moving picture theatre in town of 1,500, doing good business; seats 200; good reasons for selling. Box 58, Norwich, Ont.

**FOR SALE**—Moving Picture Business, in splendid small Ontario town. Has been running over ten years. Will sell at a bargain. Snap for some one. Good reasons for selling. Box 336, Orangeville, Ont.

**FOR SALE**—One of best theatres in Western Ontario. Will make attractive proposition to somebody meaning business. The Princess Theatre, St. Thomas, Ont.

**WANTED**—Motion Picture Theatre, either in Ontario or Quebec; must be well-equipped and well-located. Send full particulars to Box XYZ, care Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto.

The Classified Advertisements in The Digest keep growing in number every issue. There's a reason. They bring results.

## ELECTRIC SIGNS

### Largest Electric Sign Works in Canada

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one year's subscription to the

**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....

## "Au Revoir, But Not Goodbye"

I want to take this opportunity of announcing to the Exhibitors and the Film Trade in Canada, that I have disposed of The Digest to the Dominion Embossing and Printing Company, of Toronto. The sale was effected this week and I severed my connection with the publication on Saturday, May 25th.

Last January the Dominion Embossing and Printing Company secured an interest in The Digest. Our ideas have differed as to the policy of the publication. I felt that in retiring I am protecting The Digest against business suicide. In the last year I have worked hard to build up a paper that would benefit the trade and I am sure you would all be sorry to see it disappear because of internal dissension in the ranks of the publishers.

The publication will be continued by the Dominion Embossing and Printing Company, and I trust you will all give them the splendid support you have rendered me in the past, in order that The Digest may increase in value to you and your business.

And may the publishers fully realize the importance of the good that may be accomplished by The Digest if run along lines that give favor to none and fairness to all.

I want to personally thank everyone in this business who has helped me to success with The Digest, the advertisers, the subscribers and those who have contributed moral support by boosting for me. I feel that I have many good friends scattered throughout Canada.

An announcement of my plans will be contained in next week's issue of The Digest.

Sincerely your friend,

*Merwin R. Hutton*



# Keeping the Family Together

It takes more than three meals a day and a roof to hold a family together. That's only the cupboard of love!

No, the real cementing influence, as many parents have found, is for the family to enjoy itself together, as it does at the motion picture theatre.

Son will chip in on the party as well as Daughter and the youngsters, when it comes to seeing with the old folks the first-class motion picture plays of Paramount and Artcraft.

And there's no pretence about it either—not "just once to please Dad,"—but they all go because the fascination of Paramount and Artcraft gets them!

The fascination of the foremost Stars, — that's Paramount and Artcraft.

The fascination of superb directing—that's Paramount and Artcraft.

The fascination of clean motion pictures, conceived and constructed with the fire of genius and the passion of art—that is Paramount! —that is Artcraft!

## Paramount and Artcraft Pictures



### Three Ways to Know how to be sure of seeing Paramount and Artcraft Pictures.

*one* By seeing these trade-marks or names in the advertisements of your local theatres.

*two* By seeing these trade-marks or names on the front of the theatre or in the lobby.

*three* By seeing these trade-marks or the names flashed on the screen inside the theatre.



DISTRIBUTED IN CANADA BY

## Famous Players Film Service, Limited

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

CALGARY

VANCOUVER

**"FOREMOST STARS, SUPERBLY DIRECTED IN CLEAN MOTION PICTURES"**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Releases in Toronto and Montreal for Week Ending May 25th

## TORONTO RELEASES

### FAMOUS PLAYERS—

- "Mr. Fix-It," Douglas Fairbanks, 5 reels.
- "Unclaimed Goods," Vivian Martin, 5 reels.
- "Saucy Madeline," Mack Sennett Comedy, 2 reels.

### FOX—

- "Western Blood," Tom Mix, 5 reels.
- "The Leak," Mutt and Jeff Comedy, 1 reel.

### GENERAL—

- "Song and Sergeant," O. Henry Series, Vitagraph, 2 reels.
- "Marrying Off Dad," Judge Brown Series, 2 reels.
- "Disappointed Love," Jaxon Comedy, 1 reel.
- "Snakesville's Sleuth," Essanay Comedy, 1 reel.
- "A Daughter of Uncle Sam," Serial, Episode No. 6.

### INDEPENDENT—

- "The Inevitable," Anna Q. Nilsson, 5 reels.

### METRO—

- "The Claim," Edith Storey, 5 reels.
- "The Unmarried Look," Drew Comedy, 1 reel.
- "The Sign Invisible," Mitchell Lewis, First National, 7 reels.

### MUTUAL—

- "Ann's Finish," Marguerite Fisher, 5 reels.
- "Up She Goes," Strand Comedy, 1 reel.
- Screen Telegram, No. 21.
- "The Lost Express," Serial, Episode No. 11, 2 reels.

### REGAL—

- "Broken Ties," Brady-made Picture, June Elvidge, 5 reels.
- "The Fair Pretender," Madge Kennedy Goldwyn, 8 reels.
- "Betty Takes a Hand," Triangle, 5 reels.
- Mutt and Jeff Comedy, 1 reel.
- Keystone Comedy, 2 reels.

### SPECIALTY FILM IMPORT—

- "How Could You, Caroline?" Bessie Love, 5 reels.
- "His Busy Day," Toto Comedy, 2 reels.
- "Kicked Out," Harold Lloyd Comedy, 1 reel.
- "The Valley of the Dordogne" and "The Heart in Action," split reel, Colored.
- "The Price of Folly," Series, 2 reels.
- "The House of Hate," Serial, 2 reels.
- Pathe News two a week, 1 reel.
- Pathe Gazette, 1 reel.
- British War Office Official News Weekly, 1 reel.

### UNIVERSAL—

- "The Bath-house Scandal," Nestor Comedy, 1 reel.
- "Whose Zoo?" L-KO Comedy, 2 reels.
- Universal Animated Weekly, No. 25, 1 reel.
- Universal Screen Magazine, No. 72, 1 reel.
- Universal Current Events, No. 54, 1 reel.
- "The Bull's Eye," 16th Episode, Serial, 2 reels.
- "The Lion's Claw," 8th Episode, Serial, 2 reels.
- "\$5,000 Reward," Franklyn Farnum, 5 reels.
- "The Bride's Awakening," Mae Murray Special, 6 reels.
- "The One-Horse Show," Lyons and Moran Comedy, 1 reel.

### VITAGRAPH—

- "The Woman in the Web," Serial, Episode No. 8, 2 reels.
- "Baree, Son of Kazan," Nell Shipman, 5 reels.
- "Over the Top," Guy Empey, Special, 9 reels.
- "Romans and Rascals," Big V Comedy, 1 reel.
- "Romantic Beggie," Drew Comedy, 1 reel.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

- "The White Man's Law," Sessue Hayawaka, 5 reels.
- "The Lie," Elsie Ferguson, 5 reels.
- "Let's Get a Divorce," Billie Burke, 5 reels.
- "Saucy Madeline," Mack Sennett Comedy, 2 reels.

### FOX FILM CORPORATION—

- "Western Blood," Tom Mix, 5 reels.
- "Cheating the Public," Enid Markey, 5 reels.
- "The Leak" (Mutt and Jeff), 1 reel.

### GENERAL FILM—

- "In the Shadow of the Rockies," Sancho Series, 2 reels.
- "Her Fatal Shot," Jaxon Comedy, 1 reel.
- "The Purple Dress," O. Henry Story, 2 reels.
- "Way Up in Society," Diamond Comedy, 1 reel.
- "A Daughter of Uncle Sam," Episode No. 8.
- "Cynthiana," Wolfville Series, 2 reels.

### INDEPENDENT FILM SUPPLY—

- "The Trail to Yesterday," Bert Lytell, 5 reels.
- "Their Unmarried Look," Mr. and Mrs. Sydney Drew Comedy, 1 reel.

### METRO—

- "The Rainbow," Dorothy Bernard and Jack Sherrill, 6 reels.

### MUTUAL—

- Screen Telegram.
- "Jimmie Dale," No. 16, "The Victory."
- "Her Terrible Time," Billie Rhodes Comedy.

### REGAL—

- "Fair Pretender," Madge Kennedy (Goldwyn), 6 reels.
- "Spies of Sybil" (World), Alice Brady, 5 reels.
- Keystone Comedy, 2 reels.
- Triangle Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

- "A Daughter of the West," Baby Marie Osborne, 5 reels.
- "House of Hate," Pearl White and Antonio Moreno, Serial, 2 reels.
- "Price of Folly" Series, Ruth Roland, 2 reels.
- "The Non-Stop Kid," Harold Lloyd, 1 reel.
- Strange Animals from Many Climes, Scenic, 1 reel.
- History of the War No. 9.
- British Official War Office News.
- Pathe British Gazette.
- Pathe News, two a week, 1 reel.

### UNIVERSAL—

- "The Bride's Awakening," Mae Murray, 5 reels.
- "\$5,000 Reward," Franklyn Farnum, 5 reels.
- "The Bath House Scandal," Carter De Haven Comedy.
- "Who's Zoo?" Comedy, 2 reels.
- Animated Weekly, No. 25.
- Screen Magazine, No. 72.
- Current Events, No. 54.
- "The Bull's Eye," "Running Wild," No. 16.
- "The Lion's Claws," "Into the Harem," No. 8.
- "The One Horse Show," Lyons-Moran Comedy.

### VITAGRAPH—

- "Little Miss Account," Blue Ribbon Feature, Gladys Leslie.
- "Spies and Spills," Big V Comedy.
- "His Wife Knew About It," Mr. and Mrs. S. Drew Comedy.
- "Woman in the Web," Episode No. 7, "Crater of Death," 2 reels.

## YOU NEED "WID'S"

### WID'S

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

### WID'S

Reaches the managers of over 5000 of the better class Theatres in the U.S.A. who tell us they cannot get along without WID'S. It will pay you to fill in coupon and mail it NOW.  
A sample copy Free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.  
Times Building, New York City

Please send me WID'S—1 Year at \$10.00  
6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

# FOX

*"The Name 'FOX' on a Picture is a Guarantee of Merit"*

A Picturization of  
Alexandre Dumas' Great Novel **THEDA BARA in "DU BARRY"**  
The Dramatic story of the Greatest Adventuress in the history of all France.

Sunshine Makes  
the World Glad---  
So Does

## "SUNSHINE COMEDIES"

"A Self-Made Lady"  
"Her Husband's Wife"  
"A Waiter's Wasted  
Life"  
"Are Married  
Policemen Safe"



## WM. FARNUM

In a stirring picturization  
of

"THE DOCTOR"  
By RALPH CONNOR

## "THE HEART OF A LION"

Adapted from the novel  
by

Rev. Charles W. Gordon  
(Ralph Connor)

The Cartoon Comedies That Stand Out Like  
The British Navy

## "BUD" FISHER'S ANIMATED CARTOON COMEDIES

"THE LEAK" "THE DECOY"  
"THE FREIGHT INVESTIGATION"  
"BACK TO THE BALKANS"



## 52 --- SPECIAL FEATURES --- 52

*They're Pictures in All That the Word Implies—Every Foot of 'Em—Pictures That Give Your  
Every Patron Deep Satisfaction far out of proportion to the small sum that he pays to see them.*

# FOX FILM CORPORATION, Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





# "Berlin Via

"It is the great mystery of the war that in all the allied Countries there has not yet been discovered one man able to penetrate the German Ring of Steel and execute the Kaiser and the Crown Prince.

In this story, "Berlin via America", I play the part of an American Aviator and member of the Secret Service who makes every sacrifice known to humanity, with this laudable end in view."

Yours for Democracy,  
FRANCIS FORD

A Timely and Sensational  
6-Reel Photo Play  
with

# America"

## FRANCIS FORD

and Excellent Supporting Company including EDNA EMERSON

4 Color Posters (Otis) 6c.—Up to 24 sheet stands—Large Assortment Supplies at Cost

**SOLD TERRITORY**

Greater New York; Elk Feature Film Co., 126 W. 46th. Street, New York City.

Tenn., Alabama, Georgia, Florida; W. E. Drummond, Special Features Co., Knoxville, Tenn.

Virginia, North Carolina, South Carolina; Otto Haas, Ottoway Theatre Co., Charlotte, N.C.

Texas, Oklahoma, Arizona; T. E. Larson, Oklahoma City, Okla.

Iowa, Kansas, Nebraska; Independent Film Exchange Company, Omaha, Neb.

Utah, Colorado, New Mexico, Montana, Wyoming, Idaho, Washington, Alaska, Oregon, California

New Arizona, Mississippi, Louisiana; to Favorite Feature Company, Oklahoma City, Okla.

IN COURSE OF PREPARATION Francis Ford in "A Man of To-Day"  
TO FOLLOW "Four Generations"

**ERNEST SHIPMAN, Sales Agent**

17 WEST 44th STREET  
NEW YORK CITY

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# /















Leave guard for Vol. 4 no. 9 ✓  
June 1, 1918





JUN 30 1918



# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

## REGAL

10

¶ Offers you an entirely new plan of distribution---plus a live and let-live policy.

¶ Again we say---sign for no service for Fall 1918---until you are thoroughly familiar with Regal plans.

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# Serial Winners

**"The  
Lion's Claw"**

**"The  
Bull's Eye"**

**"The  
Red Ace"**

Each serial offers a  
different type of story,  
each with a Big Star.

In "THE LION'S  
CLAW" you get

**MARIE  
WALCAMP**

In "THE BULL'S  
EYE" you get

**EDDIE  
POLO**

In "THE RED ACE"  
you again get

**MARIE  
WALCAMP**

Each one of these means capacity houses for  
every episode

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
HEAD OFFICES — TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# Mary MacLaren

Popular Star of  
"IDLE WIVES"

"SHOES"

"SAVING THE  
FAMILY NAME"

In Her Greatest  
Production

## "The Model's Confession"

## HERBERT RAWLINSON in "SMASHING THROUGH"

A Two-Fisted thriller that makes every MAN want  
to slap him on the back and every WOMAN hug him.

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
HEAD OFFICES — TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# EXHIBITORS OF CANADA

A responsible trade paper is a most essential asset in conducting your business.

## The MOVING PICTURE WORLD

read weekly by every progressive exhibitor in the United States, should be mailed to you, too, every week.

## The MOVING PICTURE WORLD

is the oldest trade paper in the film business. It was born with the industry, and has grown with it. It is an independent publication, absolutely fearless, yet honest in its policy.

## The MOVING PICTURE WORLD

enjoys the absolute confidence of every one of its thousands of weekly readers.

We will gladly mail you a sample copy free, if you are not ready to mail the coupon attached.

**CUT OUT AND MAIL**

**MOVING PICTURE WORLD**

**516 Fifth Avenue  
NEW YORK**

DATE.....

Send me MOVING PICTURE WORLD for One Year \$3.50, 6 Months \$1.75.

Theatre.....

Name.....

Address.....

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

A Good Insurance Policy on  
your Life is what

# Paramount- Artcraft Service

is to your theatre---An absolutely  
Safe Investment



You are assured of the fore-most  
stars, superbly directed in  
clean motion pictures



---

Get in touch with our nearest  
exchange. Don't wait for an  
opportunity --- make one!

---

## Famous Players Film Service, Limited

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

CALGARY

VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 10

SATURDAY, JUNE 8th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor

**HARRY J. MANHEIM**  
General Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## The Menace to the Trade

**L**AST week The Digest urged, through these columns, closer co-operation and harmony between the two great branches of this business—the Exchange and the Exhibitor. We firmly believe that the time is now ripe in Canada for an organization that will embrace both ramifications of the industry in the Dominion.

Burdens in the form of heavy taxes and stringent legislation are being heaped on the trade in this country, and more is liable to come our way in the future.

Did you ever think of the tremendous revenue lost to the government by the enactment of prohibition in Canada? That stupendous loss in revenue has got to be made up in the future, and the amusement field, of which the moving picture trade occupies a predominating position, looks like fair game to these "tax experts" and theoretical economists bent on raising public funds.

For this very reason every thinking exhibitor and exchange manager should realize the grave menace overhanging the moving picture trade in Canada at the present time. And that menace is not going to diminish in the months to come.

This trade, whose business it is to furnish clean and much-needed amusement to the average Canadian at a wonderfully cheap price, is classed by various government officials as "non-essential." Get that word, "non-essential," and let its meaning sink in deep! The liquor trade was "non-essential" enough, the Lord knows, but it was the most prolific source of revenue controlled by the government. And bear in mind that the great source of revenue derived from liquor no longer exists!

Truly, that word "non-essential" has a sinister sound that is very disquieting to the person who gives it any serious thought. It should make every one of you be "up on your toes" ready to give battle to any unfair measure that might be contemplated—ready to fight for your just rights as business men with large investments at stake. The most powerful weapon at hand to combat the menace is ORGANIZATION, and it should be an amalgamation of every branch of the trade, and not of any one particular section.

Therefore The Digest believes that the time is at hand for getting together—both exchanges and exhibitors—for mutual protection; and the sooner the better for all concerned.





# Allens Again Control Select Programme for Canada

**Arrangements Completed With Selznick and Long-Term Contract made. Will take over Selznick's Offices in Canada.**

Again it has been demonstrated that events in the film industry happen with lightning-like rapidity. A few weeks ago The Digest announced to its readers that Jule and Jay J. Allen, the two outstanding figures in the film trade in this country, had relinquished the Select program for Canada. Plans were put under way at once for the Select Picture Corporation of New York to open its own exchanges in the Dominion, and Mr. Phil. Kauffman, recently sales manager for Regal Films, Limited, was chosen as general manager in Canada.

Announcement has now been made by the Messrs. Allen that arrangements have been completed with Mr. Lewis J. Selznick whereby they again secure a long-term contract and take over the Select offices already established in this country. Mr. Kauffman will continue to act as general manager of the Select Pictures Corporation, Limited.

In order to give readers of The Digest the true facts of the situation, Mr. Jule and Jay J. Allen have issued the following statement, which covers the matter in thorough fashion. The statement is as follows:

"One of the main reasons behind our decision to terminate the Select contract between ourselves and Lewis J. Selznick, was the fact that Select Pictures at that time, although exceedingly high in quality and box office value, were not issued on a regular schedule for consumption by the Canadian exhibitor. This irregular service worked a decided hardship on ourselves as well as with the exhibitors, and disrupted their booking service, and caused more or less dissatisfaction.

"However, the Select Pictures Corporation, shortly after we had terminated our contract with Mr. Selznick, decided upon a policy of issuing one Select picture each week. We knew that this new arrangement would promote greater efficiency with the distributing of the Select, and having become convinced of the increasing popularity and strength of the Select stars, and the all-important fact that there was to be a one-a-week schedule, we secured a new long-term agreement with Mr. Selznick, whereby we take over his offices already established in Canada.

"The Select Picture Corporation has added Marion Davies to its list of stars, after Miss Davies had made a wonderful success in 'Cecilia of the Pink Roses.' Other acquisitions are expected, so that the new one-a-week schedule will contain stars of proven box office merit. Under the coming Select-Star series plan Select will doubtless become one of the strongest distributing programs available to the exhibitor in this country.

"For the present, and until such time as sufficient releases are working in Canada, the Select will maintain offices in Ontario and Quebec only, their productions being released through the Monarch Film Company in western Canada under the personal supervision of H. J. Allen. Mr. P. Kauffman will continue to act as general manager for the Select Pictures Corporation, Limited."

## KAUFFMAN IS PLEASED.

Mr. Phil. Kauffman was seen by The Digest, and stated that he was much gratified by the new arrangements that had been made between Mr. Selznick and the Allen interests. "Co-operation with the exhibitor is the slogan and watchword adopted by Mr. Selznick," said Mr. Kauffman, "and we will follow that policy in Canada. Select will aim to co-operate with the Canadian exhibitor to the fullest extent, and I have the greatest confidence for the future of the Select program in this country."

## SELZNICK'S VIEWS.

In connection with the Select program, it is interesting to note what Mr. Lewis J. Selznick has to say in a recent interview with a Chicago trade paper.

Co-operation with the exhibitor is one of Mr. Selznick's heavy planks in his platform. The attitude of his company was one of "all cards on the table," and he declared that the producer who "gyped" the exhibitor was defeating his own ends.

"The time has not yet come, nor will it ever come when I will be unwilling to discuss fully with exhibitors the fairness of prices asked for our productions," declared Selznick. "In every case where a manifest hardship has been worked upon an exhibitor and it has been called to my attention, adjustment has been made.

"To me the fact that an old customer who, through some misunderstanding or grievance has dropped our service, has again resumed his patronage through an intelligent adjustment of his claim is a greater source of satisfaction than new business. And the exchange managers who accomplish things of this kind are the one who are the most valuable to the Select organization."

## Will Increase Production.

It has definitely been announced that Select will increase its production early in the fall from thirty-two pictures to fifty-two pictures a year. The company says that the same high standard now governing the Select output will not be lowered in view of the increased production, and intimates that if anything, the energies of the corporation will be concentrated on improving its efforts.

Artercraft promises to give the nation a glimpse of New York's subway during the rush hour in "Hit the Trail Holliday," the George M. Cohan feature, now in course of production.

## PATHE TO GIVE BONUS.

**Employees to Share in Good Business Under Brunet.**

That Pathe's new policy under Vice-president and General Manager Brunet has been successful is indicated by the fact that for the first time in about six months a large bonus will be declared in which managers, salesmen, bookers and cashiers in the exchanges will share.

It was said at the Pathe offices that the company is prepared to follow up the success of "The Yellow Ticket" and "More Trouble" with a number of features of equal importance. Patho expects a big demand for such films as "A Japanese Nightingale" and "Common Clay," Fannie Ward; "The Narrow Path," a George Fitzmaurice production; "The Bells" and "The Orleans Coach," Frank Keenan, and Bryant Washburn features, "The Ghost of the Rancho" and "In Wrong." "The House of Hate" is reported as being the biggest moneymaking serial Pathe ever released.—Wid's Daily.

## New Regal Plan Eagerly Awaited

**Interest is Aroused in Canada Regarding Regal's Fall Selling Policy**

Great interest has been aroused throughout moving picture circles in Canada by the recent full-page advertisements in The Digest of the Regal Films, Limited, in which this wide-awake organization announces a radical departure, and a brand new selling plan and policy that gives promise of splendid results.

Since the advertisements have appeared in The Digest the officials of Regal Films, Limited, have received enquiries from many exhibitors in all parts of the country asking for full particulars. However, the details of the new selling plan and policy will not be announced yet for several weeks, and at the expiration of that time Regal Films, Limited, through the advertising columns of The Digest, will give in detail the entire plan.

Regal officials will leave Toronto within a few weeks to visit every branch in the organization in Canada, and fully acquaint the Regal branch managers with the detail of the plan to be inaugurated in the fall. The opportunity will also be taken to see personally as many of the exhibitors in each territory as time will afford, and tell them what Regal hopes to accomplish.

Regal in its advertisement urges all Canadian exhibitors not to sign for service this fall until they are fully acquainted with what this film company has to offer them.

Petrova strove for realism in "Patience Sparhawk" and got an overdose of the elusive substance. Mrs. Paul Dasher, in a tense moment, was seriously injured and a doctor was called.

# Showmanship Brings Success to Sault Ste. Marie Exhibitor

## A. W. Herron Gives Striking Example of Good Showmanship

A. W. Herron, manager of the Duchess Theatre, in Sault Ste. Marie, Ontario, Canada, has recently given a striking exhibition of the success of showmanship in connection with features. Although the population of Sault Ste. Marie is less than 11,000, Mr. Herron is opposed to the "change every day" style of show, and determined to prove to his own satisfaction that a bi-weekly change could be made profitable.

On the theory that it would be poor policy to expend all of one's ammunition upon a three-day attraction, he looked round for a serial that he could feature, and selected "The Eagle's Eye," the twenty-episode serial story of the Imperial German Government's spies and plots in America by William J. Flynn, the recently retired Chief of the United States Secret Service, because of the opportunities it offered for attractive advertising, and because he believed it had the quality to keep people coming. Here is what he did, and the results, in his own words:

"After running the first episode I am very well pleased, played to capacity business. I should say over capacity, as I could not accommodate the crowds for three nights. I went after them on the advertising good and strong, both on the bill boards, newspapers and quarter-sheets, which I had distributed to all the stores, homes, and everywhere possible.

"A little stunt I worked was with the one-sheets, showing the eagle's head. I arranged a frame to fit it, then pasted a piece of red gelatine paper directly over the eye on the back, of course, then I had a good strong light arranged directly back of this in a wooden box with a flasher which had the effect of making the eagle look as if it was winking. I arranged this so there would not be too much light from the front, as the darker it is the better effect on the eye. This caused a good deal of interest, and I intend to use it for the twenty weeks' run of the serial.

"I also cut pages out of newspapers wherein there was any mention of spy plots, marked them with red pencil, and pasted them on a three-sheet board with signs such as 'Do you know your neighbor?' etc. Enthusiasm was expressed even by the people I had to turn away. I believe that business will hold big. At least I am convinced that my original theory was right, that a worthwhile serial properly handled, will bring business to any house, and it is a steady patronage which is thus acquired."

Director John Adolphi last week had the World studio at Fort Leo all to himself—and company. He was putting the finishing touches on "The Heart of a Girl," with Irv. Cummings and Barbara Castleton.

## "WID'S DAILY" DESTINED TO BE SUCCESSFUL

Here we have with us Wid Gunning, the clever young man who is known to the exhibitors and exchangers of Canada and the United States as plain "Wid." For some time past he has been publishing a weekly trade magazine called "Wid's," which has been termed "The Bradstreet of Filmdom," it being an independent review of feature films offered to the exhibitors of this country and the United States.



Within recent weeks, Wid has been publishing a daily newspaper called Wid's Daily. It is a bright, breezy and snappy little publication, crammed full of film news hot off the griddle, besides containing a splendid review of a current picture from all angles.

Wid is in a position to be absolutely independent, and as a result his criticisms of feature films are not sugar-coated. A curd of coagulated milk is labelled "Cheese" with a capital C. On the other hand, if a feature is really worth while, Wid will go into a spasm of joy, passing the good word to his exhibitor friends. Wid is doing a real and constructive service for the showmen of this continent.

## PULLS GOOD STUNT.

To advertise a coming feature. "\$5,000 Reward." Manager Harry Pomeroy, of the Holman Theatre, Montreal, offered a reward of \$10 for the capture of "The Mysterious Dick Arlington," a character of the picture, who appeared in various places around the city during the week of May 20. The current attraction at the theatre was "20,000 Leagues Under the Sea," which was being shown in Montreal for the first time.

## Sadie Weston Sues Defunct Film Co. For \$401 Back Salary

An echo of the failure of the Canadian National Features, Limited, Trenton, Ontario, the last Canadian concern to attempt to make dramatic pictures on a substantial scale, is the suit of Mrs. Sadie Weston Ryan, of Trenton, known as Sadie Weston in moving picture circles, against the directors of the defunct company to recover \$401 alleged to be due her under a judgment obtained on June 21, 1917.

Plaintiff alleges that she was engaged on December 19th, 1916, by George Brownridge, the general manager of the company, at a salary of \$75 per week for one year to form one of a cast of players to produce pictures at the studio in Trenton.

## Chicago Censor Has Been Ousted

### Mayor Funkhouser must now face trial board in Windy City

Chicago, Ill., June 6.—Major M. L. C. Funkhouser has been suspended as second deputy superintendent of police of Chicago, and consequently relinquishes the position as censor of motion picture films, at least until the outcome of his trial.

This may mark the first step toward the permanent retirement of Major Funkhouser as censor of motion picture films, on the ground that he was totally unfitted for the position which he has held.

This action was taken last Saturday morning by Acting Chief of Police Alcock. His order also removed two attaches of Major Funkhouser's office. The only explanation the acting chief would give was that he "didn't like the way Funkhouser was conducting the affairs of his office."

### Charges Kept Secret.

Pending the filing of charges before the police trial board—Chief Alcock has thirty days in which to do this—the nature of the testimony to be used against Chicago's ousted censor will not be known. The chief, however, did say that he had intended making an investigation of the second deputy's office for some time, but he had not been able to get around to it.

William H. Luthardt, recently reinstated as secretary to the chief of police, was named as acting second deputy in the order which removed the censor from office.

Frank H. Schoeffel, department inspector, a sixty-day appointee in the film censor's office, was dropped from the rolls. The terms of his employment did not require the filing of charges against him. Joseph A. Thoney, inspector of morals conditions, was the other man dropped by the order of Saturday. Charges against him will be filed before the police trial board within the next thirty days.

# TORONTO AND ONTARIO TOPICS

## VERY BUSY INDEED.

The Lord's Day Alliance intends to keep right after those who transgress the Sabbath observance law, according to Rev. Dr. Rochester, the secretary, who addressed the Montreal Methodist Conference last Saturday. Efforts have been made to have the Lord's Day Act suspended in order to accommodate munition workers. The Trades and Labor Congress wanted Sunday excursions, and some people had asked to be allowed to do war gardening, and even farming on Sunday. Many other efforts had been made to upset the act, but Dr. Rochester reported that there was "nothing doing." The law had been kept rigidly enforced everywhere in Canada. The church people also took a whack at Sunday theatres in Quebec, and reports to hand seem to indicate they came out first. There is a town down in western Ontario, however, that would throw the worthy Dr. Rochester into a spasm. The moving picture theatres of this town have been opened on several occasions on Sunday, and a cracking good show pulled off under the auspices of a local women's patriotic organization. And say, sh, sh! it is reported that you can buy an American Sunday newspaper in the town on the Sabbath. Horrors!

## EDUCATIONAL FEATURE.

As a part of the educational campaign to be waged in connection with the national registration this month, a moving picture was made last Saturday of the Lieutenant-Governor, Sir John Hendrie, together with Hon. Dr. Cody, signing their registration cards. The picture was made in the offices of the provincial inspector of theatres, Mr. Elliott, and will be shown at the various theatres in the province.

## FOX CONVENTION.

The big Fox Film convention, an event of great importance to the Fox organization everywhere, commenced in New York on Monday, June 3rd, and lasted all the week. Branch managers from all parts of Canada and the United States were present, and plans and policies were discussed at great length by various Fox officials. Mr. B. Rogers, branch manager for the Toronto office of the company, left Saturday, June 1st for New York to attend the convention, and Mr. Vincent McCabe, special Fox representative in the Dominion, left the day previous to be on hand for the event.

## HOT WEATHER IS HERE.

Business among the smaller houses throughout Ontario and also in the city of Toronto took somewhat of a slump this week owing to the hot weather. From now on business will be rather slow. The Daylight Savings Bill also has been felt considerably.

## ONTARIO EXHIBITORS SLOW IN MAKING REPORTS, SAYS OFFICIAL.

Claiming that there was a tendency on the part of exhibitors of Ontario to be dilatory with respect to a provision of the Amusement Tax Act, which calls for a monthly statement of attendance, Mr. Elliott of Toronto, Provincial Inspector of Moving Picture Theatres, has issued an official statement in which it is promised that action will be taken against those who are negligent.



**MADGE KENNEDY.**  
Goldwyn Pictures Star.

In Madge Kennedy's newest Goldwyn picture, "The Danger Game," the apparently trifling matter of curls—or lack of curls—assumes vast importance. It is said one must see the feature to understand this.

## VISITS ONTARIO CITIES.

Mr. Jule Allen left Toronto the first of this week in an automobile to visit the Allen Theatre interests in Kitchener, Hamilton, and London, and confer with the theatre managers in these three important Ontario cities. The Allens have recently taken over a well known house in each of these three Ontario cities, and under their skilful management these three houses are said to be doing exceptionally good business.

## NAME IS CHANGED.

The name of the Grand Theatre, Kitchener, Ontario, which was recently purchased by the Allen interests of Toronto, has been changed to the Allen Theatre.

## DEVANEY DOES WELL.

Leo Devaney, former publicity man for the two Shea houses in Toronto, and who lately joined the sales organization of Fox Film Corporation, Limited, was in western Ontario last week, and returned to the Toronto office with some splendid contracts for Fox service.

## GETTING "DOLLED" UP.

The font, exterior, and the lobby of the Regent Theatre, Toronto, has been greatly improved in appearance this week by the painter's brush. The effect is very pleasing to the eye, and reflects credit upon the management of the theatre to keep the equipment spick and span. The ticket office also has been re-decorated, and two beautiful vases of flowers add tone to the interior of the office.

## A GREAT REFEREE.

When Syd. Taube grows tired of the "filum game," he can easily graduate to baseball, judging from his work last Monday as referee in an interesting ball game at the Toronto Island Stadium. Syd. performed his arduous duties as referee in splendid fashion, and his decisions were never questioned.

## GALLI-CURCI MAKES CALL.

Manager Roland Roberts had a distinguished visitor to the Regent Theatre last Monday night in the person of Galli-Curci, the famous singer. She came to the Regent upon the conclusion of her recital at Massey Hall.

## KAUFFMAN IN HAMILTON.

Mr. Phil Kauffman, general manager for Canada of the Select, was in Hamilton last Friday on business.

## "TARZAN" DRAWS BIG.

"Tarzan of the Apes," the big eight-reel thriller, was certainly a big attraction at the Regent Theatre, Toronto, this week. The big production was pronounced by both newspaper critics and Regal patrons as a film worth while. A special children's morning performance was given Saturday morning.

## THEY LOOK NIFTY.

The members of the Regent Theatre orchestra, Toronto, have blossomed forth in their usual summer attire of Palm Beach suits. They indeed present to the audience a pleasing picture. This little point of having the members of the Regent orchestra don these light-colored and lightweight suits helps materially for the comfort of the musicians, as well as showing that the Regent management is alert and up-to-the-minute in the small details that all go to make a successful theatre.



# MONTREAL AND QUEBEC NOTES

## RAISE THEIR WAGES.

Montreal—The Board of Censors of Moving Pictures for the Province of Quebec, with head offices in Montreal, have at last really done something that was some good—to themselves. They have raised their respective wages from \$40 to \$50 a week.

## BOOKED FAR AHEAD.

Montreal—I am informed that Loew's Theatre here has features booked as far as to the end of September. Among the stars to appear on the screen at this vaudeville house will be Clara Kimball Young, Constance Talmadge, William Farnum, and all the new Chaplin releases as soon as they are available.

## LOEW THEATRE IN QUEBEC.

Quebec—Rumors have been very persistent of late in Quebec that the Loew interests are contemplating building a theatre in the Ancient Capital. Recently a couple of movie theatres were closed down in the city, so the prospects do not appear to be too good. Enquiries have failed to elicit either confirmation or denial of these rumors, and there may be something doing to announce in a week or two.

## BEN IS WELL LIKED.

Montreal—Ben Kauffman has been appointed manager for Easter. Canada for the Select Pictures Corporation, and has taken the offices of 198 St. Catherine Street West, recently vacated by the Famous Players. He offers to Montreal exhibitors the same services which they appreciated so kindly when he was working for the Famous Players Co. He has already sold a five-reeler, "The House of Glass," featuring Clara Kimball Young, to Loew's.

## STILL AT IT.

Montreal—The harring of movie picture proprietors and managers in this city goes ahead merrily. Last week in one morning alone, the proprietors of ten moving pictures were summoned to the Recorder's Court to face charges of allowing minors to enter their theatres unaccompanied. Elie Thomas, of the Maple Leaf Theatre, on St. Lawrence Boulevard, was fined \$50 of two months in jail. Joseph Boutra, Sol Saad and F. Maker, of the Napoleon Theatre, and Arthur Bourget of the National Biograph, were fined the costs. N. Lawand and N. Tabah of the Dominion Theatre, were each fined \$25. Joseph Sperdakos of the Alhambra, was fined \$10. N. Lawand of the Lawand Theatre, was given the same penalty, while David Berzanski, the proprietor of the North Star and the Boulevard Theatres, was twice fined \$10 for infractions of the law at both of his houses.

## THE REEL TAX.

Montreal—Last week, and until further notice, the proprietors of all moving picture houses in this city have had to pay a war excise tax on all films of one and one-eighth inch in width and over, at 15 cents for each reel or film. The tax is payable for each day that the reel or film is used. The tax will be payable weekly at the office of the collector of inland revenue until further notice, and the first payment for films or reels used during the last week was collected last Saturday. In explaining the tax, one of the officials of the Revenue Department said that if five reels or films were used each day in any moving picture house it would mean that the fifteen cents would have to be paid for each separate one, and that if the films or reels were used for seven days a week it would mean that seven time fifteen cents would have to be paid.

## SPRING POETRY, TRA-LA!

Old Mother Doovy.  
Went to the movie  
To see Helen tied to the tracks.  
She took her young daughter,  
They charged her a quarter  
As well as amusement tax.

Harry O. Hoyt, who has written more than 600 successful screen stories, is the author of "The Beloved Blackmailer," purchased by World-Pictures as a starring vehicle for Carlyle Blackwell.

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

### LOEW'S.

"Panthea," with Narmo Talmage.

### IMPERIAL.

"The Mating of Marcella," with Dorothy Dalton, and "Resurrection," with Pauline Frederick.

### STRAND.

"Brave and Bold," with George Walsh.

### HOLMAN.

"Boy Scouts to the Rescue," and "The Girl Who Would Not Quit," with Louise Lovely, and "The Broadway Scandal," with Carmel Myers.

### CONNAUGHT.

"The Business of Life," with Alice Joyce.

### PRINCESS.

"Over the Top," with Sergt. A. G. Empey.

### TIVOLI.

"Western Blood," with Tom Mix; "The Cure," with Charlie Chaplin; "The Spurs of Sybil," with Alice Brady; and "The Purple Dress."

### NEW GRAND.

"The Master Crook," with Edward Breece and Alma Hanlon, and "The Kingdom of Love," with Jewel Carmen.

## HOLMAN MANAGEMENT IS ALIVE.

Montreal—Business at the Holman Theatre, despite the extremely hot weather that has emptied most of the movie houses, continues to be good. Largely this is due to the enterprise shown by the management and proprietors which are continually varying the attractions, and which maintain them at an unusually high level. The house, too, is kept cool, and the comfort of patrons in every way carefully studied. This week marked the opening of the Boy Scouts serial, for which the Boy Scouts of the central district turned out to see the first episode.

Speaking of the censors getting a raise in wages, probably they felt that a big factor in securing it was the way they handled "Panthea," the big feature photoplay released by Select Pictures Corporation. First they condemned it outright, then they changed their minds and passed it. Come to think of it, it has been very hot weather lately.

Tommy Conway, after a good two weeks in Montreal with "Enlighten Thy Daughter," has booked this big drawing card in Quebec City, and opens at the Auditorium Theatre this week.

Wonderland picture theatre has been closed down permanently, and is now in process of being dismantled.

The Connaught picture theatre has a new manager, in the person of Tommy Dobigan.

Montreal—The National Palace, Star, and Comet picture theatres in this city have all been closed down permanently.

The Circle, on Main Street, Charlie Thom, manager, will open shortly.

The Globe Theatre, on Main Street, manager, Joe Block, is combining Jewish stock with pictures.

Joe Block and P. E. Neal are now the joint proprietors of the Canada picture theatre.

The St. Denis Theatre closed down last week for the summer months, and will be reopened in the fall.

The Windsor Theatre closed down for two days and reopened. It is understood that there is some dispute between the lessees and the landlord.

S. H. Kipp, of the Classic Theatre, Quebec, was in Montreal this week looking over a few of the features the exchanges fell over themselves to offer him.

J. A. Tardiff, manager of the Auditorium Theatre, Shawinigan Falls, has been visiting Montreal for a few days fixing up business for his fall offerings.

The Alcazar picture theatre, owner J. Perras, has been closed temporarily owing to lack of business.

# ANNOUNCEMENT BY

## **SELECT PICTURES**

Corporation Limited

---

¶ In addition to opening offices in Toronto and Montreal we have completed arrangements with Famous Players Film Service, Limited, to distribute Select Pictures in the Maritime Provinces and the Canadian West.

¶ We are now ready to supply Exhibitors in Canada from coast to coast with the biggest box-office attractions ever placed on the Canadian Market.

Our first feature now released

## **CLARA KIMBALL YOUNG**

IN

## **"The House of Glass"**

---

### **Select Pictures Corporation Limited**

**TORONTO**

**21 Dundas St. East**

**MONTREAL**

**108 St. Catherine St. West**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Real Live News is Shown in Our **NEWS FILMS**

Have you made arrangements to have  
one on every change of programme?

We are releasing every week

**The Official British War Office News**  
**Pathe British Gazette**  
**and Pathe News**

---

Have you ever tried a

**PATHE SERIAL?**

The best way to increase your receipts---  
Secure dates now---

---

**SEE--**

**TOTO AND LLOYD COMEDIES**

and convince yourself that they  
are the best on the market

before booking them---

**SPECIALTY FILM IMPORT Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# PROJECTION DEPARTMENT

## RICHARDSON'S VISIT.

The following article appeared in a recent issue of the Moving Picture World of New York, and deals with the visit of Mr. F. H. Richardson, the projection expert, who paid a recent visit to Operators' Union No. 173, and gave one of his inspiring addresses. Readers of The Digest will read Mr. Richardson's impressions of the Toronto situation with a great deal of interest.

Some considerable village, that Toronto thing, my boy, some considerable village. A mere half million people are congregated within its boundaries and call it home. If the rest of the population matches the moving picture element in liveliness, then is Toronto indeed a high voltage live wire. My recollection of Toronto is just one automobile after another, a blur of moving scenery consisting of lofty buildings, beautiful residences, and charming parks. Incidentally they showed me the house in which my friend the immortal Mary Pickford first saw the light of day. Also incidentally they showed me one arsenal of huge size, something like eleven hospitals and a graveyard, presumably as a hint that unless I was careful what I said that night something might happen to Richardson.

I was met and entertained by the executive board of Local Union 173, consisting of Charles A. Dentelbeck, president; S. I. Wells, vice-president; William P. Covert, business agent; Charles Dubig, and two other brothers whose names I don't seem able at the moment to dig up. And right here let me remark that by and large the aforementioned executive board is as fine a bunch of fellows as one would meet in a years' travel. President Dentelbeck is a wide-awake, brainy, progressive man, and an operator of large ability. He is about taking a new position as chief operator at the Strand Theatre (I think it was the Strand) which will pay him an advance of \$10 a week over the union scale, proof positive that careful work, brains, and ability in the operating room do pay.

Toronto has between 80 and 100 theatres. I wouldn't swear that I saw them all, but I did view temples of the photoplay until I lost all track and ceased to even make a note of the name. What I saw was, in the main, good; also some of it was excellent indeed. Certainly all the projection I viewed while in the city was a credit to the operators of Toronto. In at least one or two instances I looked at a very panied us thus far on the journey, but the pace had become too hot. On ar-

fair screen result, produced under extremely difficult conditions. But of that I will speak more in detail later.

General Manager Smith had accompaniment in Toronto he sized up the strenuous looking committee of reception, threw both hands in the air and said, "I'm done, I am not a steam engine, or even one of the gasoline variety, I've got to have some rest," and Smith faded away in the distance. I didn't see him again until the banquet at midnight. He has had a taste of what I endured for five long months last year, and it didn't look good to him. I had tried to induce A. C. Roebuck, president of the Enterprise Optical Company, Chicago, to accompany us to Toronto, but he was too busy, as I suppose also was E. S. Porter, general manager of the Precision Machine Company, New York City.

The notice I had given Toronto had been a short one, hence I did not expect anything very large in the way of a turnout, though experience has taught me that when our Canadian brothers start out to do something they usually do the job up brown. It was an agreeable surprise, however, to be conducted into a banquet hall at midnight and to find there congregated fully one hundred operators and fifty exhibitors, theatres managers and exchange men. I was assured that had the notice of my coming been more ample the turnout would have been larger. The programme arranged for the banquet was most excellent.

And now for a few words concerning the theatres of Toronto. His Majesty has a clock beside the screen, illuminated with the white light thrown upon by a small projector located on the side wall of the theatre. Not only is the clock face itself objectionable, but the projector throws white light back into the eyes of the audience, which can see the unprotected lower end of its incandescent lamp. This is very crude, very foolish, and altogether inexcusable. If the exhibitor does not want to take the trouble to kill the light on the

clock face by means of a black paper dial with white figures and white hands, at least he could at a minimum expenditure of energy put up a shield to cover the white light from the projector itself. The exit signs in this theatre were good.

The Rialto is getting a fairly good fifteen-foot picture, which is to the credit of the operator, because the distance of projection is only thirty-five feet. The operating room was of goodly dimensions, painted a dark color and clean as a new pin. On the wall was an oddity in the shape of a large oval mirror, in which friend operator may admire the classic lines of his own individual beauty when weary with rubbing at the screen. It was my privilege to meet the owner and manager of the Rialto, Mr. Cohen, with whom I enjoyed a pleasant chat.

The Allen Theatre seats 1,700, has a beautiful foyer and excellent auditorium interior. It sports an eleven-piece orchestra. The auditorium is lighted by means of a cone system. Incandescent lamps are dropped down from a high ceiling on cord and inclosed in individual cones having translucent bottoms. It is a modification of the lighting system proposed by the writer some years ago, and described and illustrated in the first edition of the Hand Book. A mistake has been made, however, in that around the bottom edge of the cone is a row of small green bull's eyes. This green light escaping is distracting to the eye, and more or less annoying to those seated in the balcony. Aside from that the system works out excellently.

The front of the Allen is altogether too light when the orchestra is playing. I would recommend to Ben Cronk, manager, that the orchestra light be reduced, or so arranged that the front of the theatre will not be lighted up to such an extent. President C. A. Dentelbeck of Local 173, and A. Cohn are operators. The operating room is large, has slate black walls, good ports, hot and cold running water, telephone pyrene gun, two 1000 6B projectors, and a dissolver. There is an excellent kit of tools, all neatly arranged, a framing light and a Fulco inclosed rewinder geared down. The lens ports are stopped down to confine vagrant light, and the reel bands extra tailpieces, leaders, etc., are hung up neatly and in order on the wall. There is no speeding of the films in this theatre.

At the Regent I met Mr. Nathanson, managing director for the Regent Theatres, Limited. The Regent has an ex-

(Continued on Page Sixteen Column Three)

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173

Toronto,

Canada

"THE SCREEN PAR-EXCELLENCE"

**ACME GOLD FIBRE SCREEN**

Manufactured by **GEORGE McARTHUR, Jr.**

Head Office: 497 Phillips Square, MONTREAL

# MUSIC AND ITS APPLICATION TO PICTURES

## GERMAN MUSIC.

### A Subject That Paves the Way to Controversy—Better Avoid It.

An incident recently occurred in Toronto which clearly demonstrates that it behooves leaders of moving picture theatre orchestras to be extremely careful of another "German menace," viz., the menace of German music. A prominent citizen of Toronto visited a well known Toronto theatre, and in glancing over the program discovered that the orchestra was scheduled to play a well known musical number by the German composer Schubert. The aforesaid prominent citizen registered an emphatic kick to the management of the theatre, and also wrote a strong letter on the subject to one of the Toronto newspapers.

The mere mention of the name Germany is to-day a stench in the nostrils of the people of both Canada and the United States, and this fact is the strongest argument against German music or any other "made in Germany" article in the form of language, art, music, or literature. Just at the present writing, a good-sized fuss and furor has been kicked up by a Toronto preacher who made a bitter attack a few days ago against the president of the Toronto University because he advocated the teaching of the German language, probably as a sort of self-protective measure.

Music, although generally recognized as the only universal language, meets with a hard bump when associated with anything that savors of the Teutonic taint. Whether this is right or wrong may be a debatable point, but it must be remembered that we are fighting Germany, and anything of German product comes under the ban.

This is truly unfortunate to lovers of music as a universal language, but nevertheless grim war upsets traditions, and turns things topsy-turvy. Some have said that the line against music has been drawn too tightly, that only the music by living German composers should be banned, because a certain prestige may be gained for these living German composers, or royalties might accrue to them from the use of their musical works.

However, an isolated attack upon one particular theatre playing an occasional German composition does not accomplish big things toward the entire abolishment of this "German menace." If the agitators are in earnest to rid the country of this music, they will find ample room in which to work. As an instance of this, their attention is respectfully called to the great flood of phonograph records which come into Canada bearing "canned music," much of it, so it is alleged, being the work of German composers.

The writer has been shown a batch of musical programs which were rendered in Toronto by Canadian and American musicians, and on these programs were a liberal sprinkling of the names of German composers. Doubtless many

music lovers in this country have enjoyed listening to music, and were not aware of its origin until told that it was of a German source, or saw, by looking at the program in their hand that the composer bore a German name. It is not altogether improbable that this is what happened to the loyal Toronto citizen who took objection to the musical number rendered by the Toronto theatre orchestra.

Although music can be judged as a universal language, and not as an art "cornered" by any particular race or people, and although it is primarily an appeal to the finer human emotions and senses, this country is at war, and its emotions are war emotions. There-



fore the wise orchestra leader will follow the line of least resistance, and tune up his orchestra to the times.

At the present when anything relative to Germany or of Germanic taint is extremely distasteful to the people of this country, it would seem the wisest course to put the "soft pedal" on music credited to any German composers, dead or alive. It's a great subject to fight shy of, as it allows a big opening for a lively controversy.

The pioneers of civilizations on this continent in the early frontier days, in speaking about the treacherous and murderous redskins used to say that the only good Indian was a dead Indian." To-day a dead German is not even termed a good German, not even a deceased German composer who has long gone to his "happy hunting ground."

RAYMOND S. PECK.

"Spotted," the Mutual-Strand comedy release of May 13th, casts Billie Rhodes, the clever comedienne, in a double role. It is built around a novel idea, prettily staged, and well directed. The Rhodes comedies are becoming more and more popular and are being booked in big houses in every section of the country.

## RICHARDSON'S VISIT

(Continued from Page Fifteen)

cellent 16 1-2-foot picture of 166 feet, using two Simplex projectors. There is a lighting effect used in the arch of the front wall over the screen. This looks very well from the lower floor, but from the large balcony, in my opinion, it distinctly detracts from the screen results. The color of the illumination is light blue. Charles Brick is chief operator, and T. Marsden assistant. The theatre seats 1,650. The film "Lest We Forget" was on, and at 8 p.m. the theatre lobby and foyer was jammed full, with a line three and four abreast extending along the sidewalk for one solid block. To the everlasting credit the management of the Regent even under this condition there was no speeding of the films.

Loew's Theatre presents an excellent picture and a very odd arrangement, in that there are two distinct, complete theatres, one above the other, having a combined seating capacity of 3,500. The upper theatre is called the Winter Garden, and is prettily decorated. The programme is combined motion pictures and vaudeville. I had the privilege of meeting Mr. Burnstein, who showed me around the two theatres with evident and pardonable pride.

At the Crown I found an excellent operating room and an excellent picture, but the operating room walls were white, which is setting up a wrong optical condition from the viewpoint of projection. S. I. Wells, vice-president of Local 173, is operator.

The Model Theatre I found to be anything under heaven but a model insofar as the auditorium lighting be concerned. It is literally flooded with light which is allowed to strike the screen without let or hindrance, killing the high lights in the picture and rendering it a sort of sickly grey, entirely devoid of any true photographic values. The operating room is a goodly size, and is black-walled. A. S. Smith, a returned soldier, is operator.

At the York I saw a remarkably steady and in every way excellent picture. Its depth or perspective was quite remarkable. The auditorium is well lighted. Simplex machines are used.

I visited a great many more theatres, but the movement was so rapid that I lost track. I can, however, truly say that in all the theatres visited I did not see anything but good work on the part of the operators. If what I saw is a fair sample of Toronto's screen results, as produced from day to day, then the work of the Toronto men is good.

During my wanderings I called at the office of the Perkins Electric Company, and met Mr. George F. Perkins, president and manager, a most affable, pleasant man.

Local 173 is a progressive body which is working in harmony with the exhibitors under very able and efficient leadership. My compliments to President Dentebeck and his corps of assistants. They are the real goods.

## FOR SALE WANTED AT LIBERTY

**FOR SALE**—Moving Picture Business, in splendid small Ontario town. Has been running over ten years. Will sell at a bargain. Snap for some one. Good reasons for selling. Box 336, Orangeville, Ont.

**WANTED**—Motion Picture Theatre, either in Ontario or Quebec; must be well-equipped and well-located. Send full particulars to Box XYZ, care Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto.

**FOR SALE**—Edison Machine, in good condition, outside shutters, special lamp house and special stand. Apply Box 123, Moving Picture Digest. (2)

**WANTED**—Trap drummer, to play evenings, for moving picture theatre. Give all particulars. Address Grand Theatre, Box 175, Port Colborne, Ont.

**WANTED**—Young lady would like a position playing the piano in a moving picture house in Toronto three or four nights a week. Please mention your terms. Apply Pianist, care Moving Picture Digest, 326 Spadina Avenue, Toronto.

The Classified Advertisements in The Digest keep growing in number every issue. There's a reason. They bring results.

## First National Forging to Front

### Vancouver Exhibitor Tells of What is Being Accomplished

On a recent visit to New York, W. P. Dewees, general manager of the First National Exhibitors' Exchange, Ltd., of Vancouver, British Columbia, had the following to say:

"The co-operative idea behind the First National Exhibitors' Circuit has taken hold of our exhibitors in western Canada strongly. For a long while past the tendency has been toward the open market, which gives the exhibitor freedom to select those productions made by independent men of genius who wish to do their own work in their own way. By securing features of such an unusual box office appeal as 'Tarzan of the Apes,' 'My Four Years in Germany' and 'The Fall of the Romanoffs,' together with the new Charlie Chaplin comedies, the executives of the circuit have made it not only possible, but extremely easy for all wideawake exhibitors to fill their houses with record-breaking crowds without contracting for half a dozen indifferent pictures in order to secure one big money getter.

"At my own house, the Rex, in Vancouver, I am happy to say that we have done well on every First National attraction we have played to date, while with 'Tarzan of the Apes,' and 'A Dog's Life' we literally 'cleaned

up.' We are preparing to run 'My Four Years in Germany' soon, and judging from the number of enquiries we have already had regarding the date of showing, prices, etc., we expect to break a few more records with Ambassador Gerard's remarkable screen story of German intrigue."

### FOR THE CHILDREN.

#### Allen Theatre Will Inaugurate Saturday Morning Performances, Which Should Prove Popular.

The management of the Allen Theatre, Toronto, has decided to hold special performances for children every Saturday morning at ten o'clock. Arrangements have been made to show features with popular stars in stories that will have a direct appeal to the youngsters, and will at the same time be instructive to them. Good clean comedy and educational reels will be selected for each performance. An invitation has been extended to the school teachers of the city to be present at these special performances, either alone or to act as guardians to any children who desire to attend. Teachers will be admitted to the Saturday morning performances gratis, and the management has sent out complimentary passes for their use. A nominal charge of ten cents will be made to the children. This is indeed a worthy enterprise, and the theatre will doubtless receive the co-operation in this movement from city officials, parents, and teachers of the children.

## POST CARD PHOTOGRAPHS OF THE LEADING FILM STARS

Made by Kraus of New York and sold by them in the United States for \$3.50 a Thousand.

The Canadian price has always been \$4.50 a Thousand.

We have 100,000 in stock and will clear them out at

## \$3.25 A THOUSAND

All the prominent Stars, the cheapest and most attractive advertising you can use. Just the thing for Childrens' Matinees. Any quantity shipped post paid the same day order is received.

SAMPLES ON REQUEST

## ADVERTISING SPECIALTIES

509 Church Street

TORONTO, ONT.



# STORIES OF THE PLAYS AND PLAYERS

## "THE CITY OF DIM FACES."

Mary Anderson has just completed her work in the first Sessue Hayakawa feature at the head of his own company called "The City of Dim Faces." She enjoyed working in the feature very much. This is the first time "Sunshine" Mary, as she is known throughout the picture world, has ever worked in a feature other than a Vitagraph production, but she says that she never enjoyed doing one any more than her Hayakawa engagement.

## "HOBBS IN A HURRY."

Henry King is now in the third week of his latest William Russell feature at the American studios in Santa Barbara, and Henry writes that everything is coming along splendidly. He likes the story very much, and has selected a very capable cast to support the athletic star, having made a special trip to Los Angeles to personally select the exact types he had in mind. "Hobbs in a Hurry" is the title of the picture.

## HARD AT WORK.

Ora Carew finished work on the third episode of the Pathe serial, "The Wolf-faced Man," and has commenced work on the fourth episode. There has been a great deal of hard work attached to the making of the first three episodes, and after looking at them in the projection room Ora thinks that she has done enough "dirty work" to the hero and heroine to last through the entire fifteen episodes, but Director Stuart Payton told her she had only just started. "Then I hate to think of looking at my work when I'm going good," replied Ora.

## RETURNS TO PARAMOUNT.

Jack Barrymore has just signed a contract to return to the screen as a Paramount star. Mr. Barrymore made his screen debut for Paramount several years ago, appearing in "The Man From Mexico," and "Are You a Mason?" among other stage plays adapted to motion pictures. After his screen engagement he returned to the stage, and his new contract calls for a series of pictures, the first of which will be "On the Quiet," in which Willie Collier appeared with great success. This picture will be produced in the New York studio of the Famous Players-Lasky Corporation in the near future. "On the Quiet" was written by Augustus Thomas and was acclaimed everywhere as a splendidly conceived and genuinely humorous farce.

## "SOME RANCHER."

That Monroe Salisbury is attracting a great deal of attention as a successful rancher is evidenced by a letter he received this week from a fellow rancher who owns a big tract a few miles from Salisbury, but which lost money this year, whereas the Bluebird star's place showed a handsome profit. Know-

ing that they have the same soil and facilities, the rancher made Salisbury an offer of a good percentage of the profits if he would supervise the managing of his ranch during the year. Salisbury, although highly honored, declined, saying that it took all of his time starring in Bluebird pictures and looking after his own ranch.

## "RAY ENJOYS VACATION."

Charles Ray has been having a fine time during his vacation from the Inco studios after making nine features for the Paramount program. Charlie has been making good use of his new car during this time, and last week motored down to San Diego to Camp Kearney with his machine laden down with cigarette papers and the "makings." Every soldier boy that he saw was given some, and he was entirely given out before he left the camp. He is planning to do the same thing next week, which will bring his short vacation to an end.

## "THE MODEL'S CONFESSION."

The return of Mary MacLaren to the Universal fold is of great interest to both exhibitors and movie fans in this country. She has a big Canadian following, and her latest special production for the Universal has been termed "The Model's Confession." In this production she has ample scope for the

display of her dramatic talent which helped to take first rank as a capable screen artist. "The Model's Confession" should find great favor with the Canadian exhibitors. It is a fast-moving story, replete with beautiful scenes, and will please any audience. Exhibitors who are anxious to secure something out of the ordinary are advised to communicate with the nearest Universal branch.

## "'TIS A GREAT LIFE."

Little Gloria Hope, who is playing Walthall's country sweetheart in the latest D. W. Griffith production for the Artercraft program, suffered her first screen death last week. Although she has been playing leads in pictures for a year and a half, she has never died before, and the experience of being killed in a photoplay was new to her. The strangest part of all is that Gloria is now working on some scenes previous to her death, despite the fact that her life has been ended.

## JANE VANCE

in

"A

DAUGHTER

OF

UNCLE

SAM"

Jaxon Serial

Distributed

by

General Film

Co. (Canada)

Limited



# ADVANCE NOTICES FROM THE EXCHANGES

## WORLD PICTURES ANNOUNCE THAT LOUISE HUFF BEGINS WORK IN WORLD STUDIO.

World Pictures takes great pleasure in announcing that Louise Huff, the famous star, on June 3 started work in the World Studio, in a picture bearing the title of "T'other Dear Charmer." This story was written by Charles Sarver, the scenario editor of World Pictures, and the continuity was prepared by Wallace C. Clifton, of the World scenario staff.

Miss Huff is so famous that it is not necessary to call attention to her attainments and standing in the industry. The exhibitors everywhere recognize Miss Huff as one of the screen's big attractions, and World exhibitors will welcome her appearance on the World program.

Miss Huff's most recent work has been with J. Stuart Blackton and Paramount. In Mr. Blackton's picturization of Sir Gilbert Parker's novel, "Wild Youth," she played the leading role. She also appeared with much success with Jack Pickford in "His Majesty Bunker Bean," "Jack and Jill," "Great Expectations," and the picturization of some of Charles Dickens' stories. She also played the lead in a number of other Paramount productions.

The World Pictures are distributed in Canada by the Regal Films, Limited.

## EDNA GOODRICH STARTS NEW SERIES FOR MUTUAL.

Edna Goodrich has begun work on "The Gadabout," the first of a new series of productions to be released through the exchanges of the Mutual Film Corporation.

The pictures are to be made at the studios of the Biograph Company, in New York. David Powell, celebrated among leading men in screen drama, has been specially engaged to support Miss Goodrich in "The Gadabout." It is under the direction of Burton King, whose screen career covers a series of successful productions, including "The Public Defenders," "The Flower of Faith," and "A Soul of a Magdalen."

The Goodrich pictures will be released at intervals beginning August 5, following "Impossible Susan," in the Mutual schedule.

"The Gadabout" is the work of Maibelle Heikes Justice, whose status as a writer of picture plays has been amply established by important successes released by various distributors of quality dramas. She is the author of "The End of the Trail," starring William Farnum, "Durant of the Bad Lands," in which Dustin Farnum played; "The Glory of Yolanda," an Anita Stewart vehicle, and plays in which Mary Miles Minter and Peggy Hyland have starred.

"A very large collection of material, including all that we thought best in the New York play market, has been considered in selecting the coming ve-

hicles for Miss Goodrich," remarked James M. Sheldon, the Mutual president, which is devoting a large share of personal attention to the matter of production as a preliminary to the execution of important distribution plans.

## MANY CONTRACTS CLOSED

Within the short time that the Select Pictures Corporation, Limited, has been established in Canada, with Mr. Phil Kauffman as its general manager, the business derived has been very gratifying indeed. Contracts have been closed with Loew's Theatres in Toronto, Montreal, and Hamilton, the Allen Theatre, Toronto; as well as the following other Toronto theatres: the Strand, the Madison, the Academy, the National, the Eclipse, and the Star in Kitchener, and the Star in St. Thomas, the Regent in Ottawa, and the Majestic in London.

Contracts with these houses comprise the first week's business, and therefore, it is no wonder that prospects look bright for the future growth of the Select program in Canada.

The first Select release will be "The House of Glass," with Clara Kimball Young, which opened at the Allen Theatre, Toronto, on Saturday, June 1st. Norma Talmadge in "De Luxe Annie," will go into Loew's Toronto house for the entire week of June 17th.

As announced through the columns of The Digest last week, the Select Pictures Corporation, Limited, are going to make every reasonable effort to please the Canadian exhibitor. "The utmost to the exhibitor," has been adopted as the company's slogan, and The Digest confidently looks forward to big things from the Select organization in Canada.

## RUN SERIAL IN GROUPS.

A new way to show a serial is being adopted by some General Film clients who have begun booking "A Daughter of Uncle Sam," the twelve-episode, one-reel patriotic serial, with June Vane as star. They are using it as a feature by running it in four-reel instalments instead of on single-reel instalments. In this way they have a feature-length thriller, reports General Film, and in fact, three of them by booking the serial in three four-reel groups.

The lively, condensed action of "A Daughters of Uncle Sam" is said to make it especially adaptable for showing as a thrill feature in four-reel releases, and word comes from the exchanges that it has proven popular wherever shown in this form. The spy story in this serial has passed its first-run period in most cities very successfully in its weekly release schedule.

"Ghosts of Yesterday," Norma Talmadge's Select picture, which is bringing in good reports, was recently shown to the inmates of Sing Sing. They voted it an excellent picture.

## ANITA STEWART'S PICTURE.

Wilfrid North, who directed Sergeant Guy Empey in "Over the Top," and now is directing Anita Stewart in "The Mind-the-Paint Girl," chosen by Albert E. Smith, president of Vitagraph, as the first of the special series of Anita Stewart productions, set a new pace for directors last week when he appeared at the studio on crutches and resumed the direction of his dainty star.

Mr. North, with Miss Stewart and members of the company, suffered severe injuries recently when an automobile in which they were returning to the studio was struck by a trolley car. The star was painfully hurt, and was under the care of physicians for several days, but the director suffered a broken foot, and after a week it had only healed sufficiently to permit him to hobble around on crutches. While he was laid up, however, he was not idle, and by telephone directed the construction of several important sets which were ready for him when he got back to the company's plan in Brooklyn.

President Smith says that plans for the pictures which are to follow "The Mind-the-Paint Girl" in the Anita Stewart series are maturing rapidly, and he expects soon to be in a position to announce the titles. He adds that a number of important stories and world-famed plays are under consideration, and he gives assurance that the plays finally selected for Miss Stewart will be eminently suitable to her, and capable of high-class reproduction on the screen.

The announcement that Miss Stewart has begun on this series has created great interest all over the country, and Miss Stewart and the Vitagraph organization are being deluged with enquiries from exhibitors and fans seeking details about the production.

## BESSIE EYETON NOW LEADING WOMAN FOR HAROLD LOCKWOOD.

Bessie Eyeton, well-known film favorite, who appeared prominently in support of Harold Lockwood in Metro's production of "Lend Me Your Name," has been re-engaged for the leading feminine role in support of Mr. Lockwood in Metro's film version of Henry Kitchell Webster's novel, "A King in Khaki," now in course of production under the direction of Fred J. Balshofer.

Miss Eyeton achieved distinction as a film actress for her fine work as a featured player in many Selig productions. Among the biggest Selig pictures in which she appeared are "The Spoilers" and "The Crisis."

"The Tree of Life" is a new Triangle production, which has William Desmond in the featured role. He is presented as a blacksmith. Mary Warren is cast in the leading feminine role of the picture.

**BEAUTIFUL MARION DAVIES UNDER SELECT BANNER.****"Cecilia of the Pink Roses" First Production—Others to Follow.**

Confirming earlier reports on one of the most important of recent picture transactions, Select Pictures Corporation announces the acquisition to its ranks of beautiful Marion Davies, whose defection from the stage, upon which she has been one of the noted beauties, has been accompanied by a publicity campaign, the far-reaching effects of which have never before been paralleled in the history of screen stars.

Miss Davies has signed a contract with Select, calling for the production of six pictures in which she is to be starred during the first year. The first of these pictures is "Cecilia of the Pink Roses," a superb presentation of Katharine Haviland Taylor's phenomenally popular novel of the same name. This picture was produced under the direction of Julius Steger, who has taken full charge of the work of bringing Miss Davies' charming personality and lovely features to the screen in this, the first of her Select series. Adroit director as he is, and thoroughly versed in all the lore of both speaking and shadow stage, Mr. Steger has accomplished wonders in the screening of "Cecilia of the Pink Roses," and has at one stroke created in the screen presentation Miss Davies a new idol for the fans to adore.

The most stupendous publicity campaign ever launched on a picture has preceded the release of "Cecilia of the Pink Roses," and has made the name of Miss Davies, already famous throughout the land as a stage beauty, known from coast to coast as a star of the screen.

This avalanche of advertising and publicity of every form, coupled with the splendid reception given the picture at its first private showing to an invited audience last week, resulted in the immediate booking of "Cecilia of the Pink Roses" for the week of June 2nd by the Rivoli Theatre, and its booking for simultaneous showing during the same week, starting June 3rd, in all of the Loew theatres in Greater New York.

Jessie Boothe is establishing quite a correspondence record at the Paralta studios with authors all over the United States, and even in England and France, in regards to stories suitable for the stars at the Paralta studios. The scenario expert intends to scour all available sources in order to obtain her end, getting high class original scripts for production by Paralta. Miss Boothe says that the lack of scenarios of any worth at all is very serious, and she is doing all she can to encourage writers to really give some thought to the matter. "The day of the writer has arrived in the picture industry, and it's up to them to make the most of it," declares Jessie.



Mary MacLaren's newest photodrama, "A Man's World," by Ida May Park, Universal woman director, is nearing completion and will be finished within a fortnight. Society life is the main point.

**AN EXPERT SWIMMER.**

Bessie Love, the Pathe star in the five-part photoplay "How Could You, Caroline?" is one of the most expert girl swimmers on the Pacific coast. All through the winter she was among the few who took their dip in the surf every morning, regardless of the weather. While, of course the temperature in California is not so variable as it is in the North and East, there were many mornings when members of the company made wagers that she would not brave the cold.

Miss Love prefers the Australian "crawl" stroke to any other, because of the speed which she attains with it. She is very fond of fancy diving, and is said to have no superiors at the "jack-knife."

"In thinking swimming is the best exercise in the world for women," Miss Love declares, "I attribute my excellent health to it. I haven't even had a cold this winter, and that is a whole lot to say when you have to do stunts that get you drenched to the skin."

Claire Du Brey does not like the idea of being the official German spy of the movies at all. It seems that whenever a director has a part of this type in his picture he always does his best to secure her for the role. Claire has had so many parts of this kind, and is now doing another at the American studios in Santa Barbara. She is a French-American, and truly nothing could be more pro-ally than that, she says. However, she consoles herself with the knowledge that her roles will give people an inkling to the inner workings of the German spy system and get them to "watch their neighbor" more closely.

"Gosh! I wish I were a monkey!" exclaimed a young visitor at Universal City the other day, as he stood watching Director Harry Harvey making some scenes in his big new serial, "The Lion's Claw," in which Marie Walcamp is being starred.

The monkey with whom the young man longed to change places had to throw his arms about the pretty young actress' neck as she sat beneath the trees in a huge forest. Strange as it may seem, Joe Martin, as the orang-outang is called, showed no delight in the part he was called upon to play. Perhaps he was bashful!

**ELECTRIC SIGNS****Largest Electric Sign Works in Canada**

SEND US A SKETCH OF THE FRONT OF YOUR HOUSE AND WE WILL FURNISH SUGGESTIONS AND ESTIMATES FREE OF CHARGE



166 St. Catherine St. West - MONTREAL

**RADIO MAT SLIDE**

Send \$2.00 for Box of Fifty

Exclusive Canadian  
Sales Agent

Everything the Motion Picture  
Theatre Requires

**J. T. MALONE**

337 Bleury St. - Montreal

For Sale by all Leading Dealers



## Operators Are Getting Scarce

**New York Exhibitors are said to be feeling Scarcity Very Much**

New York, June 6.—The Motion Picture Exhibitors' League local bodies in Manhattan, Bronx and Brooklyn have sent out a call for a meeting to be held at Wurlitzer Hall, Friday afternoon, to discuss the problem presented by the scarcity of operators. The situation has assumed a rather serious aspect, and there was some talk of starting a school for women operators to take the place of the men who have been called to the colors.

In the event of women being utilized to operate machines some of the smaller houses would be particularly hit for the law covering women workers in the State of New York is to the effect that no woman can work after certain hours at night in establishments of a certain nature. There is no doubt but that the exhibitors will come up against some of the passes of women's protective legislation in New York State. Should the move spread there is little doubt that in other states there would also be legal difficulties.

The smaller houses may be expected to suffer most, because of the fact that New York legislation will make it necessary for them to have at least two, and perhaps three, women on the job for relay work.

Several of the exchange heads met last Saturday and discussed the advisability of starting a school for older men, who would not be liable to the draft at present.

In certain quarters it was stated that it might be possible for the picture interests in the state to make a plea in Albany that the employment of women was "a necessary war measure" and obtain an amendment to the present law on that ground.

### NEW BRUNSWICK THEATRE AROUSED OVER NEW TAX.

Much dissatisfaction is felt by the smaller exhibitors of New Brunswick at the new tax imposed by the provincial government. So incensed are some of these that they are using their screens as a medium for enlightening the public as to the meaning of this impost.

Bob Armstrong, owner of the Nickel, St. John, N.B., a five-cent house, is showing a slide which points out the fact to his patrons, that he will have to contribute no less than twenty per cent. of his gross takings towards the tax, while first-class houses will be let off with about six per cent.

It is rumored that the government have threatened to take away Mr. Armstrong's license unless he takes the slide off, but even this has not frightened the Nickel management, and the slide is still being shown.

The tax in question is not a war tax, but a tax for all time, and means that every ticket up to twenty-five cents will have an additional one cent to be paid on it.

## People You Have Met No. 1

You know this fellow, boys. He's the loud-mouthed agitator, who rants and raves against moving pictures, and vehemently declares that the entire population is going to the "bow-wows" because of the "curse of moving picture theatres." A few years ago it used to be "the curse of drink" with this type of busy-body, but since Canadians have climbed on the water wagon



his field of activity has been narrowed, and he is taking delight in walloping the amusement business in general and the film business in particular. To hear this bird croak one would imagine that the drink evil was nothing in comparison to the great havoc being wrought on the minds of the people by attending moving picture shows. In the meantime pictures are still being made, and the picture theatres continue to furnish clean amusement, necessary relaxation, news reels of vital interest, and instructive, educational pictures to the great mass of work-a-day people, who flock to the "movies" because they get their money's worth every time.

And by the way, exhibitors, did you ever stop to realize that since the abolishment of liquor that the government has been deprived of one of its largest sources of taxes? Since there is no revenue from liquor, it's highly probable that the amusement field will be asked to "come across." This is one of the main reasons why the entire film industry, both exchanges and exhibitors, should work in harmony to fight any unjust taxation and legislation that may be contemplated.

The manager who argues with his patrons is wrong, no matter how right he may have started out to be.

## Williams After Fake Re-issues

**Wants Committee of Producers to Rectify the Present Evil**

J. D. Williams, manager of First National Exhibitors' Circuit under the heading "Is Counterfeiting Unlawful?" has issued a statement calling for drastic action to present the re-issuing of old pictures under new titles.

He says in part that: "The practice that has lately come into vogue of re-issuing well-known pictures of the past under new titles is the most sinister move that has been developed within the film industry for many years. And unless the men of this country who have raised the business of catering to the regular patrons of the motion picture theatres to its present high plane immediately express their disapproval of such questionable methods, the matter is likely to produce results of far-reaching evil and permanently damage the prestige of a business that can ill afford to sacrifice its hard-earned reputation for a few tarnished dollars.

"Any theatre manager who once gets the reputation of luring the crowds into his house under false pretences is going to find himself without any crowds to lure before he has pulled the stunt more than two or three times.

"Re-issues that are put out frankly as re-issues are not objectionable in any sense. But when titles are deliberately changed and new prints from original negatives are given out under a camouflage of up-to-date subtitles, re-written press books, and newly designed posters and advertising accessories, the scheme degenerates into a deliberate effort to mislead."

Mr. Williams ends by calling for a commission of seven of the leading producers and distributors to comprise a committee that will decide upon a means for rectifying these evils. He suggests that the committee be selected by trade paper editors.

### "GOOD WILL" 50 PER CENT.

The continued case of the preferred stockholders against the General Film Company brought George Kleine, on the stand a few days ago in New York. Justice Mullan asked the attorneys to try to bring out some estimate of the value of "good-will" in the sale of exchanges to General Film.

Mr. Kleine testified that he had sold four exchanges in the United States and two in Canada to General Film for \$338,000. When asked by Attorney Kingsley for his opinion of the percentage value of "good-will" in the sale of these exchanges as compared with the value of the films, equipment and the like, Mr. Kleine said it was about 50 per cent.

William Gulick, auditor for General Film, was called as a witness by the defendants and stated that if General Film had paid 11 cents a foot for film, it could have declared dividends for only two years, while a price of 12 cents a foot would have prohibited any dividend at all. By paying 9½ cents General Film was able to declare dividends every year it was in business.—From *Wid's Daily*, N.Y.

# Releases in Toronto and Montreal for Week Ending June 8th

## TORONTO RELEASES

### FAMOUS—

- "Resurrection," Pauline Frederick, 5 reels.
- "Mile-a-Minute Kendall," Jack Pickford, 5 reels.
- "His Smothered Love," Mack Sennett Comedy, 2 reels.

### FOX—

- "The Devil's Wheel," Gladys Brockwell, 5 reels.
- "A Neighbor's Keyhole," Sunshine Comedy, 2 reels.
- "Helping MacAdoo," Mutt and Jeff Comedy, 1 reel.

### GENERAL—

- "The Rubaiyat of a Scotch Highball," O. Henry Story, Vitagraph, 2 reels.
- "He's In Again," Jaxon Comedy, 1 reel.
- "Black Sherlock Holmes," Ebony Comedy, 1 reel.
- "Slippery Slim and the Impersonator," Essanay Comedy, 1 reel.
- "Good Sport," James Montgomery Flagg Series, 1 reel.
- "A Daughter of Uncle Sam," Episode No. 8, 1 reel.

### METRO—

- "The Landloper," Harold Lockwood, 5 reels.
- "His First Love," Drew Comedy, 1 reel.
- "Tarzan of the Apes," First National Special, 8 reels.

### MUTUAL—

- "A Bit of Jade," Mary Miles Minter, 5 reels.
- "For Art's Sake," Strand Comedy, 1 reel.
- The Screen Telegram, No. 23, 1 reel.
- "The Lost Express," Serial, Episode No. 12½, 2 reels.

### REGAL—

- "His Royal Highness," Brady Picture, 5 reels.
- Mutt and Jeff Comedy, 1 reel.
- Triangle Feature, 5 reels.

### SELECT PICTURES—

- "The House of Glass," Clara Kimball Young, 5 reels.

### SPECIALTY FILM IMPORT—

- "The Mysterious Client," Irene Castle, 5 reels.
- "Two-Gun Gussie," Harold Lloyd Comedy, 1 reel.
- History of the Great War Series, 1 reel.
- "Southern Russia," Scenic, 1 reel.
- Pathe News, two a week, 1 reel.
- Pathe British Gazette, 1 reel.
- British War Office Official News Weekly, 1 reel.
- "The House of Hate," Serial, Episode No. 10, 2 reels.

### UNIVERSAL—

- L-KO Comedy, 2 reels.
- Animated Weekly No. 27.
- Screen Magazine, No. 74.
- Current Events, No. 56.
- "The Bull's Eye," Serial, 18th Episode, 2 reels.
- "The Lion's Claw," 10th Episode, 2 reels.
- Bluebird Photoplay, Julian and Clifford, 5 reels.
- "The Model's Confession," Mary MacLaren, 6 reels.
- "There Goes the Bride," Lyons and Moran Star Comedy, 2 reels.

### VITAGRAPH—

- "Find the Woman," 5 reels.
- "Skids and Scalawags," Big V Comedy, 1 reel.
- "The Woman in the Web," Serial, Episode No. 10, 2 reels.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

- "Mating of Marcella," Dorothy Dalton, 5 reels.
- "Resurrection," Pauline Frederick, 5 reels.
- "His Smothered Love," Mack-Sennett Comedy.

### FOX FILM CO.—

- "Kingdom of Love," Jewel Carmen (Special), 5 reels.
- "Brave and Bold," George Walsh (Special), 5 reels.
- "Walter's Wasted Life," Sunshine Comedy, 2 reels.
- "Self-Made Lady," Sunshine Comedy, 2 reels.

### GENERAL FILM CORP.—

- "A Daughter of Uncle Sam," Episode No. 10.
- "The Coming of Faro Nell," O. Henry Wolfville Series, 2 reels.
- "Mercy, the Mummy Mumbled," Ebony Comedy.

### INDEPENDENT FILM SUPPLY—

- "The Public Defender," Frank Keenan, Robert Edison and Alma Hanlon, 7 reels.

### METRO—

- "Cyclone Hagen," Bushman and Bayne, 5 reels.
- "His First Love," Mr. and Mrs. Sydney Drew Comedy.

### MUTUAL—

- "My Lady Nicotine," Billie Rhodes Strand Comedy.
- Screen Telegram, 25-T-1.

### REGAL—

- "Hearts Afire," Clara K. Young, 5 reels (World).
- "Rose of Paradise," Louise Glaum, 6 reels (Paralta).
- "Wanted: A Mother," Madge Evans, 5 reels (World).
- Keystone Comedy, 2 reels.
- Triangle Comedy, 1 reel.

### SELECT PICTURES CORPORATION—

- "Panthaea," Norma Talmadge, 7 reels.

### SPECIALTY FILM IMPORT—

- "The Yellow Ticket," Fannie Ward, 5 reels.
- "House of Hate," Pearl White and Antonio Moreno, "The Double Cross," 2 reels.
- "Fireman, Save My Child," Harold Lloyd Comedy, 1 reel.
- "In Southernmost Russia," Scenic, 1 reel.
- "The Junkman," Toto Comedy, 2 reels.
- History of the War, No. 11, 1 reel.
- British War Office Official News, 1 reel.
- Pathe British Gazette, 1 reel.
- Pathe News, two a week, 1 reel.

### UNIVERSAL—

- "The Model Confession," Mary MacLaren, 6 reels.
- "Midnight Madness," 5 reels.
- "Home, James!" Kathleen O'Connor.
- "Merry Mermaids," Rube Miller and Dave Morris, 2 reels.
- Animated Weekly, No. 27.
- Screen Magazine, No. 74.
- Current Events, No. 56.
- "The Bull's Eye," No. 18, "The Runaway."
- "The Lion's Claws," No. 10, "Escape Through the Flames."
- "There Goes the Bride," Lyons-Moran Comedy.

### VITAGRAPH—

- "The Girl From Beyond," Nell Shipman, 5 reels.
- "Over the Top," Sergt. A. G. Empey, 7 reels.
- "The Romans and Escalade," Big V Comedy.
- "Home Cure," Mr. and Mrs. Sydney Drew Comedy.
- "Woman in the Web," Episode No. 9, "Fire Trap."

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay *you* to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00  
6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

---

## *The Warm Weather---*

calls for extra effort on the part of the Exhibitor to keep his business up to the same standard that prevailed in the cooler months. In the earlier stages of the motion picture industry it was generally conceded that to keep a house open in the sultry summer months was foolish. With the passing of time, however, Exhibitors came to realize that there was no logical reason why film fans should not be afforded the opportunity to gratify their desires in the summer the same as any other season of the year.

The wise Exhibitor—the man who wishes to keep his house up to his usual high standard—pays attention to the following important facts: he keeps his house cool and comfortable; he advertises and conducts effective publicity campaigns

## *And he shows the best pictures he can procure*

The summer season is not the time to give your patrons cheap, inferior service. A large majority of devotees of the silent drama would rather sit in a cool, well-ventilated picture house and watch a good picture than fight their way on to crowded street cars, be pushed and jostled in a crowded summer park and subjected to all the inconveniences that go hand in hand with outdoor diversion

## *Give Your Patrons Good Pictures!*

And after you have attended to this most important detail then arrange a publicity campaign. Let the people know what you have. Impress upon your patrons the fact that you want to and intend to give them the best service procurable. Keep your theatre clean and cool, insist that your attendants provide capable and courteous attention.

## *The FOX FILM Corporation*

can and will provide the service; will plan and direct your publicity campaign and will advise you in every way possible to follow the path that brings money to the cash box. A few moments' thought will convince you that the Fox program cannot be excelled. Take the Fifty-Two Specials. Clever, capable stars in timely, interest-compelling themes; and the Fox Standard Pictures, with William Farnum, Theda Bara and a host of other stars whose merits as a box office attraction have been proven time and again; then the Sunshine Comedies, with the kind of laugh-provoking material that brings people back again; the Mutt and Jeff cartoon comedies and the Fox regular comedies; every one a perfect gem in an incomparable setting.

## *Think it Over!*

And when you have thought it over get in touch with your nearest Fox Exchange. You will get facts and figures that will convince you that you can effectually settle the warm weather bogie.

---

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# REGAL

---

¶ To the Exhibitor, who is thinking about his Fall Attractions, and Campaign.

¶ He will be money ahead, if he waits before he signs up his house until Regal announces its unusual Selling Plans and Policies for Fall 1918.

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

## You Need it Each Week

- ¶ The Digest is filling a long-felt want in the Canadian film field.
- ¶ Every week The Digest is crammed from cover to cover with authentic and timely Canadian trade news current exchange advertising and worth-while features and departments.
- ¶ Exhibitors---You can't "keep house" successfully without the aid of The Canadian Moving Picture Digest!

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# Two Photoplays of Exceptional Merit

**READ**—the synopses given in this issue. You know the Stars and with such a strong vehicle—you know the result.

---

## **“Midnight Madness”**

Featuring

**RUTH CLIFFORD**

## **“Which Woman”**

Featuring

**PRISCILLA DEAN**

---

## **BLUEBIRD PHOTOPPLAYS**

BRANCHES:

**ST. JOHN   MONTREAL   TORONTO   WINNIPEG   CALGARY   VANCOUVER**

Be sure to mention **“MOVING PICTURE DIGEST”** when writing to advertisers



# They MAKE YOU SH

## UNIVERSAL

ANIMATED  
WEEKLY  
CURRENT  
EVENTS  
SCREEN  
MAGAZINE

Always the Best  
News from  
Every Quarter  
of the Globe---  
**FIRST**

A News Reel for Every  
Change of Programme

*Millions want them!*

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
HEAD OFFICES — TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# The Standard of Direct Current Carbons FOR Perfect Motion Picture Projection

Silvertip carbons are used and approved by the best projectionists in the motion picture industry. When these men give a product their stamp of approval you can be sure that it is a quality product. Silvertips answer every requirement and are now the **STANDARD** direct current carbons.

The light given by Silvertips is pure white, flickerless, and very penetrating. Silvertips eliminate entirely the disagreeable negative shadows. Try them.

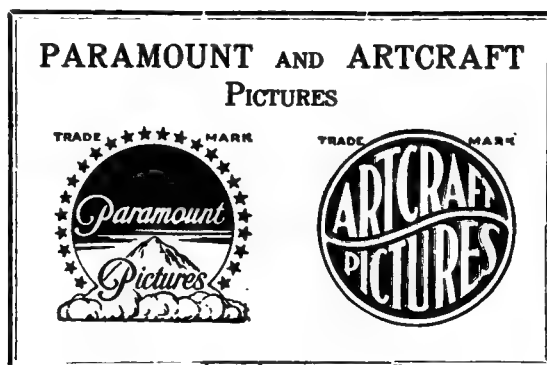


**Motion Picture Carbons**  
**For Alternating Current Projection**  
Give perfect projection without additional equipment.

*Write today for our folders*

**CANADIAN NATIONAL CARBON CO., Limited**  
Toronto - - - Ontario

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



## The Trade Mark Everybody Knows!

The Paramount and Artcraft trade marks are the symbols of the best in motion pictures. The most important thing to you, as a Canadian Exhibitor, is that the public knows it. The trade marks draw the crowds. Are you using them?

Be a 100% Exhibitor  
USE ALL THE MONEY POWER BACK OF  
Paramount  
and Artcraft  
Pictures

CANADIAN DISTRIBUTORS

Famous Players Film Service, Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 11

SATURDAY, JUNE 15th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
General Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Warm Weather is Here; What Are You Going to do About it?

**A** GAIN the warm weather season has rolled around, and again the exhibitors are face to face with the unpleasant fact that business is on the downward trend, and will likely remain at low ebb for a number of weeks to come.

However, the enterprising exhibitor will not be content to drift idly with the current and make no effort to arouse in his patrons a desire to see his attractions—warm weather or no warm weather.

It has been proven by astute exhibitors everywhere that the hot weather "bugaboo" can be banished to a considerable degree. The main factor in the success of fighting this yearly "bugaboo" is the ability to keep your theatre clean and cool—to make it as inviting as possible to your patrons in the summer months.

If your clientele find your house unbearably stuffy—if they discover that you are giving them less for their money than at any other time in the year—well, you can't blame them if they fight shy of visiting your house as regularly as before.

Make your theatre a place in which they will be glad to come to seek relief from the heat. Remember that only a very small percentage of your patrons can afford the luxury of cottages by the sea and beautiful homes amid the whispering pines.

The bulk of your patrons stay right in the city or town about twelve months in the year. The enterprising showman will bear that important fact in mind—and shape his theatre policy accordingly.

### BE PREPARED!

"It ain't the individual,  
Nor the Army as a whole;  
It's the everlasting team-work  
Of every bloomin' soul!"

Kipling was right. No single individual can hope to accomplish very much in any army, association or organization if he doesn't have the whole-hearted support of "every bloomin' soul" coupled with everlasting team-work.

The Digest has urged through its columns that the opportune time is at hand for a closer amalgamation of the various interests of the film business in Canada. Again it reiterates—get together, Exchanges and Exhibitors of Canada, for your mutual assistance and co-operation, and be prepared to take the offensive against any legislation that may crop up to imperil the film business of this country. Be Prepared! That watchword should be the foundation of a solid structure embracing the interests of both branches of this business.

Why not start the ball a-rollin' toward an association which would comprise both the Exhibitors and Exchanges of this country? The time for action is at hand. To-morrow may be too late.

## Quimet Declares Outlook is Bright

### Head of Specialty Film Import Comments on Western Conditions

Mr. L. Ernest Ouimet, the enterprising gentleman who is at the head of the Specialty Film Import, Limited, holders of the Pathe franchise for Canada, was in Toronto last week on his way back to his home in Montreal, after a business trip that took him out to the principal cities in the Canadian West.

Mr. Ouimet visited Calgary, Edmonton, and Winnipeg, and was greatly pleased with the prevailing conditions, and the manner in which western conditions are shaping up for the Fall.

"Yes, conditions look decidedly good in the Canadian West," said Mr. Ouimet, to *The Digest*. "I believe that the West is going to have an excellent crop. Everything points to that conclusion. If this is so, then we can look forward to good business conditions generally to prevail in that section of the Dominion."

"I was particularly struck with the aggressive spirit shown by the various Western Canadian exhibitors. They are an alert crowd, and use splendid workmanship tactics. They are charging advanced prices for their attractions—and getting it. I noticed a great line-up in front of one downtown Winnipeg house in a pouring rain, and this theatre was charging much more for admission than is the custom in the East."

Mr. Ouimet says that Pathe business in the Canadian West has had a most encouraging growth within recent months, and that Pathe pictures are meeting with great favor from both exhibitors and movie patrons.

### OUTLOOK IS BRIGHT.

The Select Pictures Corporation, Limited, with Mr. Phil Kauffman at the helm, is now well under sail, and every indication points to the fact that the sailing is going to be smooth. Mr. Kauffman spent this week in Montreal, where he visited personally many of the exhibitors in that city, acquainting them with the policy of the organization, and he met with considerable success.

The offices of the Select Pictures Corporation, which has been established in the Hermant Building, Toronto, are now fitted up into one of the best-equipped exchanges in the city, where the exhibitors will find an efficient staff ready to serve their needs.

The Select program has always been a very popular one with the Canadian exhibitors, because of the great drawing power of the four big stars, Constance and Norma Talmadge, Alice Brady, and Clara Kimball Young. It is the intention of the present management to further increase that popularity with the exhibitor in Canada, and Mr. Kauffman realizes that this can only be done by giving to the exhibitor the best that filmdom offers, coupled with intelligent and real co-operative

service to the exhibitors. The slogan "The Utmost in Service" has been adopted by the Select organization, and every reasonable effort will be made to live up to that motto.

## "Square Deal" With Exhibitors His Motto



MR. JOHN COLLETON

One of the best-liked and most popular exchange managers in Ontario is Mr. John J. Colleton, the Toronto branch manager of the Specialty Film Import, Limited. Mr. Colleton, or "John," as he is more familiarly known to a host of friends in the business, has made these friends among the exhibitors because he believes in "the square deal."

Mr. Colleton has the happy faculty of seeing the exhibitor's side of the question simply because he himself has been an exhibitor and knows what the exhibitor is up against in many instances. He succeeded the late "Wally" Davidson as branch manager for Pathe in October, 1917. Prior to that time he was connected with the Standard Film Company, which released through Metro, and also acted as a salesman on the road for Pathe in January, 1917. He later went with Metro, and finally came back with Pathe, as branch manager in Toronto.

Before coming to Canada, Mr. Colleton was with Mutual covering New York State, and the New England States. He is easily approached, and exhibitors in his territory, if they have a just complaint, find that the Pathe branch manager is eager to make a fair and satisfactory adjustment.

Mr. Colleton has surrounded himself with a most efficient organization in the Toronto office, with the result that business with the Toronto branch of the Specialty Film Import, Limited, is always on the upward trend. The various releases of the company have found great favor with the Ontario exhibitors, because good box-office attractions plus clean service is a combination hard to beat.

## Hoffman is Out of Foursquare

### Will Retain N.Y. Exchange— Baker in Control of Parent Organization

New York, June 14th.—M. H. Hoffman and the Foursquare are no longer one. At least that is the status of the business relations in the Foursquare. M. H. will be out and George Backer will be left in absolute control of the works as far as the home office is concerned. Hoffman will, however, take over the Foursquare N. Y. exchange and conduct it as the M. H. Hoffman exchange. It will be independent and continue to book the Foursquare productions.

He stated yesterday that after his trip to the coast he did not feel that he wanted to continue with the parent organization, and there on his return here he and the Backer interests reached an understanding that would permit each to go their separate ways in the future. At the Foursquare it was stated that "there is nothing to say, except Mr. Hoffman is to conduct the N. Y. exchange."

The New York exchange, under the Hoffman regime will be managed by H. Gainsborg, while Hoffman goes to a hospital to undergo an operation. After his recovery he states that he will again become active in other fields of the industry in addition to the exchange.

### HAS "THE NE'ER DO WELL."

#### General Film Distributes Big Selig Production of Rex Beach's Thriller.

Announcement is made this week by General Film Company that it has taken over the distribution of "The Ne'er Do Well," the Selig ten-reel production of the famous Rex Beach story. The celebrated film feature has enjoyed a constant vogue and is exceedingly popular among exhibitors.

"The Ne'er Do Well" is a red-blooded story, staged amid rich scenes of tropical splendor, and provides an almost endless series of thrills and suspenseful moments. It was filmed for the most part in Panama with the canal as the location for many of the scenes. Wheeler Oakman and Kathlyn Williams appear in the leading roles, supported by a capable cast of players. The story recounts the efforts of the scapegoat son of a New York millionaire to make good in new surroundings, and has a strong element of romance.

### FOX CONVENTION A SUCCESS.

The big Fox convention held in New York City last week was a decided success from every viewpoint. The Canadian Fox men, who were in attendance at the convention, were Vincent McCabe, B. Rogers, Toronto branch manager, Maurice West, Montreal branch manager, and J. Lieberman, St. John branch manager.

# Exhibitors' Film Reports

## A Department to Help Canadian Exhibitors Get a True Angle on Current Pictures

### EXHIBITORS' FILM REPORT.

There is too much "press bunk" about features, "super-features," and "master-super-features." What you exhibitors want are the true facts about a picture—what your brother-exhibitor did with it. Give it to them for their success and guidance.

In an endeavor to be of further service to Canadian exhibitors, we are inaugurating a department in this issue of *The Digest* to be termed EXHIBITORS' FILM REPORTS. This department will try to give to Canadian exhibitors first-hand information from the exhibitors themselves on pictures run in Canadian moving picture theatres.

The success of this department does not rest with the editor. It is purely up to the exhibitors themselves to send in their reports on pictures from time to time, so that their brother-exhibitors will be able to see just what any particular feature has done for them.

We have been asked to start a department of this nature by many Canadian theatre men, and, therefore, we are going to launch it, in the hope that it will prove beneficial.

Immediately below you will find a blank, which has been termed "Exhibitors' Own Report." Will you help toward the success of this department by filling out the coupon and mailing to Mr. Peck, editor of *The Digest*, 326 Spadina Ave., Toronto. We can't get this valuable information unless you send it in from time to time. Will you? Now, altogether, boys!

### EXHIBITORS' OWN REPORT.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to *The Canadian Moving Picture Digest*, 326 Spadina Ave., Toronto, Ont.

Title .....

Stars .....

Released by .....

Number of reels.....

Remarks .....

.....

.....

Title .....

Stars .....

Released by .....

Number of reels.....

Remarks .....

.....

.....

## The Film in Wartime

By Thomas H. Ince.

The world cataclysm is so unprecedented that it is impossible to forecast its effect on the mind of man. Nothing that has hitherto happened can assist in making a forecast as to its influence on art or literature, and it is especially difficult to determine its effect on so recent a form of expression as the motion picture. We, producers, are without precedents to guide us, and can only follow the vaguest clues. The motion picture is in great demand in all belligerent countries, and is shown in all camps to audiences of soldiers, men gathered from all parts of the world, speaking divers tongues, and reared in different traditions.

It would be immensely valuable to learn what pictures speak with a language understood by all nationalities. This would be a guide to the producers when, at the end of the war, the world's markets are opened again.

There is, I believe, a consensus of opinion that the fighting men prefer photoplays dealing with simple elemental things. They do not want tragedy, sex problem studies, preachments or sermons in disguise, preferring rather clean, wholesome stories, tinged with sentiment. There is also a demand for comedy pictures, not necessarily those of slapstick order, but which furnish quaint touches of humor and general characterizations.

In all countries near the scenes of war there is a demand for plays that relieve the strain of surrounding horror. What the result will be when the final curtain has fallen on the tragedy it is impossible to foretell. That the war will leave a deep impression on literature is undoubted! That this will be felt in every phase of art expression is certain. The millions who have marched day and night, keeping pace with Death, will surely regard life with a changed insight; and they will demand a more serious interpretation of the riddle of existence.

As matters stand to-day, America is practically supplying films for the world. France and Italy have ceased to manufacture them, and the South American countries, which imported largely from Latin nations, now look to the United States. The predominant position of this country is sure to be maintained after the war, if a careful study is made of the different peoples who are now our clients.

An exhaustive study should be made of the attitude of the foreigner to our film dramas, and the greatest care should be taken to avoid crudities that offend national susceptibilities. This investigation should inevitably have its effect on our own standards, enlarge our outlook, and rid us of the besetting sin of parochialism.

After an absence of several weeks in New York, where he supervised in person the presentation at the Broadway Theatre of his master production "The Kaiser the Beast of Berlin," Rupert Julian has returned to Universal City, and will this week begin work on a new detective drama, in which he and bewitching Ruth Clifford will star.



# TORONTO AND ONTARIO TOPICS

## BUSINESS WAS GOOD.

Jack Nelson, of Pathe, was in the North Country last week, and came back to Toronto with some mighty juicy contracts tucked away in his pockets.

## GREEN LAID UP.

Walter Greene, one of the assistant managers of the Allen Theatre in Toronto, has been incapacitated for some days, owing to a painful malady of the knee. However, he expects to be soon back on the job once more.

## OPERATOR BECOMES EXHIBITOR.

Syd. Duncan, formerly operator at the King's Theatre, Sault Ste. Marie, Ont., has opened the Victoria Theatre in the same city. This is a 400-seat house, situated near the big steel mills in the Soo.

## PATHE GETS "THE BARRIER."

Arrangements have been made by Mr. L. Ernest Ouimet, of the Specialty Film Import, Limited, and the owners of "The Barrier," whereby this great film production in future will be booked by Pathe.

## NEW SUDBURY HOUSE.

A new theatre is in the course of erection at Sudbury. It is to be a modern 450-seat house in a splendid location. Three men are interested in the venture, one from North Bay and two from Nobel.

## KAUFFMAN IN MONTREAL.

Mr. Phil Kauffman, general manager in Canada for the Select Pictures Corporation, Limited, spent this week in Montreal in connection with the big drive to make Select Pictures one of the dominant programs in Canada.

## LONDON HOUSE TO CLOSE.

The Patricia Theatre, London, Ont., is expected to close July 3rd, for a period of six weeks, when some changes will be made both in the interior and exterior of this popular London showshop. The management will likely put in a new front, and also thoroughly redecorate the interior from stem to gudgeon.

## AYLMER EXHIBITOR IN TOWN.

Mr. G. H. Reavely, of Aylmer, Ont., who owns both the Star and the Gem theatres of that town, was in Toronto last week making a number of his bookings with the Regal Films, Limited. Mr. Reavely states to The Digest that business is rather quiet in Aylmer at the present time.

## AUDITORIUM SHUTS UP SHOP.

The Auditorium Theatre, Sarnia's big house, has decided to close for the summer months.

## STRATFORD HOUSE CLOSSES.

The Princess Theatre, Stratford, Ont., has closed its doors for the summer season.

## FIDDES AT THE GRAND.

Mr. John T. Fiddes, the well-known Toronto tenor, who has appeared before many Toronto audiences, has been engaged to sing at the Strand Theatre for the next two weeks, commencing Monday, June 10th. Mr. Fiddes is the possessor of a splendid voice and is always a welcome addition to any program.

## Film Offerings in Toronto This Week

### DORIC.

"Headin' South," Douglas Fairbanks, Famous Players.

"Under Suspicion," Bushman and Bayne, Metro.

"Joan of Plattsburg," Mabel Normand, Regal Films.

### ALLAN.

"His Own Home Town," Charles Ray, Famous Players.

"Prunella," Marguerite Clark, Famous Players.

### SHEA'S HIPPODROME.

"Hearts or Diamonds," William Russell, Mutual.

### MADISON.

"The Golden Goal," Harry Morey, Vitagraph.

"A Bit of Jade," Mary Miles Minter, Mutual.

### GRAND OPERA HOUSE.

"The Eyes of the World," Arrow Features Syndicate.

### REGENT.

"The Life Mask," Petrova, First National, Metro.

### STRAND.

"The Landloper," Harold Lockwood, Metro.

"The Belgian," Walker Whiteside, Superfeatures, Ltd.

### LOEW'S.

"The Cross Bearer," Montagu Love.

### PARK.

"A Dog's Life," Chaplin, First National, Metro.

"Rich Man, Poor Man," Marguerite Clark, Famous Players.

## TORONTO THEATRE CHANGES HANDS.

The Reo Theatre, Queen Street West, near McCaul street, has been sold by the owner, Mr. A. Tobin. The Reo has always done a very consistent business.

## LUBIN IS DRAFTED.

"Mickey" Lubin, a former well-known film salesman, lately connected with the Metro and the Globe film offices in Toronto, has received his call to join the "United States Buddies," and has left for New York State to don the uniform. "Mickey" has a host of friends in Ontario and Quebec, who will wish him all the luck in the world in his new job of chasing the Kaiser.

## FRIEDMAN JOINS THE ARMY.

Danny Friedman, formerly branch manager for the Regal Films, Limited, in Calgary, Alta., arrived in Toronto a few weeks ago, and has made all necessary arrangements to join the colors to contribute his aid in making the world safe for democracy. Danny has many friends among both exchangemen and exhibitors in Canada, and their best wishes follow him.

## "EYES OF THE WORLD" AT GRAND.

The big film production "Eyes of the World," which was introduced to Canada by that enterprising showman, Charles Haystead, went into the Grand Opera House, Toronto, commencing Monday, June 10th. "The Eyes of the World" is said to be one of the most beautiful productions made in many years, and should do great business.

## NEW EDMONTON THEATRE.

Word emanates from the head offices of the Allen interests in Toronto that a new Allen Theatre for Edmonton, Alta., is about to be erected. It is expected that the house will be completed by October 15th. The site chosen is east of the present Monarch Theatre, which is at present controlled by the Allens, and is in a splendid location. The new Edmonton theatre will be a 1,400-seat house, thoroughly modern in every respect, and will occupy a site 75 x 150 feet.

Jake Berman took his third Masonic degree in Occident Masonic Lodge, No. 345, Toronto, a few days ago. Jake is one of the live wires on the selling organization of Regal Films, Limited. He shows no ill-effects from riding the lodge "goat." Jake's "goat" is hard to get.

# MONTREAL AND QUEBEC NOTES

Montreal.—Last week there was a meeting of the Canadian Motion Picture Association, representing exhibitors in this city, at which a very important matter connected with the recent tax on films was brought up and discussed. It was suggested, and unanimously carried, by motion of the directors of the association, that a delegation should be appointed to meet the Exchange Men's Association this week and discuss with them the expediency of coming to a final settlement on the question of the fifteen-cent-per-film rate which has lately been sanctioned. It is pointed out that the reels are taxed as they come from the Customs, and that no consideration is taken of possible cuts by censors or otherwise. Such cuts may very materially reduce the footage of the reels, with loss in consequence to the exhibitors. It is, therefore, proposed that a standard footage of a thousand feet reels or more be fixed, and this will be taken up with the Exchange Association this week. The members of the delegation to meet the exchange men and discuss the matter are George Nicholas, of the Strand Theatre; George Rodsky, of the New Grand; Sam Freed, of the Tivoli; and Howard Conover, of the Imperial. These gentlemen are all directors of the Canadian Motion Picture Association and managers or proprietors of the premier first-run picture theatres in this city. Their views are, therefore, sure to carry great weight.

How important the matter under consideration is may be gathered from the fact that in one case, that of "Panthea," shown at Loew's Theatre, the reel was originally one of nine reels. It was shown for seven days, and the total tax was, therefore, \$9.45 for the week. This was duly paid. In fact, however, when the censors had got through with it, the film was practically cut down to four reels, and accordingly an amount of tax was paid, more than half of which was in excess of the actual value received. That is an exceptionally hard case, but the cutting of the reels to a lesser extent is occurring every day, and the loss to the theatre manager is a considerable item when worked out for a year. It is proposed to pay the exchanges for the actual footage of reels as used by the exhibitor.

Another point taken up at the above meeting was a suggestion by Director Pulos that the Government be petitioned to have the exchanges collect the 15-cent tax on reels, and pay it for the exhibitors. This will likely be fully gone into at a later date.

The Canadian Motion Picture Association now numbers around thirty-eight members, and these represent the best class of theatres in the city—those that are pretty well stable all the year round, and are not obliged to close dur-

ing the summer months for lack of business. Dues are coming in well, and the energy and initiative displayed by the new blood in the directorate is earning well-merited praise all over the city among exhibitors, even among those who are not members of the association. The latter realize that they are directly benefitting by its actions, anyway. A campaign is under way to add country members from Quebec Province to the Association, but it is made clear that no action will be taken either now or at a future date in reference to Sunday closing in the province. This would, it is recognized, only antagonize the provincial authorities and others who have by this time finally disposed of the question so far as the territory outside Montreal is concerned.

Albert H. Beaulne, who resigned from the Secretaryship of the Association when he was appointed to an executive position in the offices of the Specialty Film Import, Limited (Pathe's), has been invited by the unanimous vote of the directors of the Association to again take over the secretarial work. He has accepted. This is a notable evidence of the regard the directors have for the work of Mr. Beaulne, both as organizer and developer of the Association, since his acceptance of the position in the early part of the year.

R. L. Vallee, of Sherbrooke, was in town last week looking up the exchange. He was accompanied by Mrs. Vallee.

## Film Offerings in Montreal This Week

### LOEW'S.

"The Tiger Man," with William S. Hart.

### IMPERIAL.

"His Home Town," with Charles Ray and Katherine Macdonald.  
"M'Liss," with May Pickford.

### STRAND.

"The Scarlet Pimpernel," with Dustin Farnum and Winifred Kingston.

### NEW GRAND.

"The Yellow Ticket," with Fannie Ward.

### THE PRINCESS.

"Tarzan of the Apes."

### THE HOLMAN.

"The Model's Confession," with Mary Maclaren.

### CONNAUGHT.

"Social Briars," with Mary Miles Minter.

### TIVOLI.

"The Mysterious Client," with Mrs. Vernon Castle.

The Imperial Theatre ran an interesting picture last week by arrangement with the Department of Trade and Commerce. Every detail of construction of the great government dam at La Toure, Quebec, and patrons were given a notable opportunity of seeing how a work of this magnitude is carried out in the northern wilds.

Mr. Ouimet returned last week from an extended trip out west. He reports conditions in view of the huge crop expected, to be excellent, and likely to be better. He left for New York this week on business.

The Rialto will open next week under new management. This theatre has been closed since the beginning of May.

The Alcazar, Comet, and Liberty picture theatres are now open on Saturdays and Sundays only, being closed down during the rest of the week owing to the hot weather.

Valcartier Camp, Que.—Two picture theatres, the Telegraph and the Valcartier Camp Theatre, were opened last week here to welcome the boys who have now gone into summer quarters. They should play to big business.

An interesting event of the past week is the screening taken by Pathe's of the great Foire Montrealaise, held in this city last week. Very full details are shown in this picture, which was taken on the opening day. Sir Lomer Gouin, Lady Frederick Williams-Taylor, Mme. Thibaudreau, and other notabilities figure in the film.

An innovation in Montreal, and perhaps also in Canada, is the taking and screening of a five-reel picture of the Montreal fireman, which embodies a complete plot of a dramatic nature, and in which one of the stenographers in the office of Pathe is featured very prettily as a "Belgian maid." The fireman's benefit, which is held every year around this time, was formerly given in the form of a play written in French, and so was not specially to the English-speaking population of the city. The difficulty has been overcome this year by screening a play in which the firemen figure, and which will have subtitles in English. The translation of these is the work of Mr. A. H. Beaulne.

At Loew's Theatre in future any member of the audience desiring an overture or special orchestral selection may have it by writing to Professor Herbert Spencer, leader of the orchestra. Preference will be given to pieces requested by a majority. In the fall this theatre will make a practice of introducing to patrons moving picture stars in person who will be invited to visit the theatre. Among those coming will be Norma Talmadge.

# **Tie Up!**

**Lash Your Theatre  
Tight to  
SELECT PICTURES**

**When you've booked these pictures,  
their great business-building and  
business-getting genius  
is yours!**

**Norma Talmadge**      **4**      **Alice Brady**  
**Clara Kimball Young**      **Constance Talmadge**

**Great and Popular Stars  
and more to come**

---

**Select Pictures Corporation Limited**

HEAD OFFICE FOR CANADA

**21 Dundas Street East,      -      -      Toronto, Ont.**

**MONTREAL OFFICE,      -      198 ST. CATHERINE ST. WEST**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





**GOING - GOING - GONE**

It only needed the voice of the auctioneer;  
She had sold herself, though not at auction,  
but at private sale?

**BOOK---**

**GLADYS HULETTE**  
and **CREIGHTON HALE** in the  
**PATHE PHOTOPLAY**

that teaches a lesson while it tells a fascinating story

**“FOR SALE”**

Have you secured dates on

**“TO-DAY”** in seven parts

Featuring **FLORENCE REED**

**“YELLOW TICKET”**

with **FANNIE WARD**

Next release of

**TOTO---“The Junkman”**

Ought to be shown in your place---Book at once

**SPECIALTY FILM IMPORT Limited**

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

---

---

**COMING---**

# **RUTH ROLAND**

The famous star of "WHO PAYS"?  
"THE NEGLECTED WIFE" — "THE  
RED CIRCLE" and "THE PRICE OF  
FOLLY", in the sensational cyclonic  
Pathe Western serial



# **"HANDS UP"**

With George Chesebro as leading man and Easter Walters, George  
Gerhardt and Wm. A. Carroll in the cast. Produced by Astra.  
Written by Gilson Willets. Directed by Jas. Horn.

**WATCH FOR FURTHER DETAILS SOON**

---

Still open dates on

**The British Official War Office News  
Pathe English Gazette and Pathe News**

**HAVE ONE ON EVERY CHANGE**

---

**Branches:**      **ST. JOHN**      **CALGARY**      **VANCOUVER**  
                         **TORONTO**      **MONTREAL**      **WINNIPEG**

---

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# "THE LAST RAID OF ZEPPELIN L-21"

The first film of the war in which a real victory and defeat is shown. A gripping, tremendously thrilling picture of aerial fighting which culminates in the destruction of the Hun murder machine attacking London.

Two reels of condensed action and suspense action which can be billed everywhere as the program feature. Complete advertising and publicity helps, striking posters, slides, photos and cuts. A sure-fire patriotic "knockout" attraction for all theatres.

**"The Last Raid of Zeppelin L-21"** has the greatest advertising value of any war film on the market. The possibility of Hun air raiders in America, the aerial attacks on London and Paris, America's big aerial program and the tremendous importance of aerial warfare to the world's future make this film the showman's best bet.

## GENERAL FILM COMPANY (Canada) Limited

MONTREAL  
6 McGill College Ave.

TORONTO  
172 King Street West

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



## Success of United Now Seems Assured

### President Berst Makes Interesting Statement Regarding Organization

In a supplementary statement issued by President J. A. Berst with his announcement to the exhibitor-members of United Picture Theatres of America, Inc., that the enrolment of exhibitors to date has exceeded the minimum schedule by so wide a margin that the success of the United co-operative project was assured, attention was called to the current rumors of a gigantic combination and merger in the film field recorded last week in certain trade journals.

"Many such reorganizations and mergers have been attempted and actually accomplished in the past, without visibly improving adverse conditions in the industry. They have been mere shifting of the cards in the deck. But if reports are to be credited, the present proposed organization is revolutionary in character, designed to eliminate the terrific expense and waste involved in competitive distribution—in short, a tremendous compliment to the United plan. It would have been a thing to be welcomed with open arms by the exhibitor did not the United offer him the same benefits and more. The main question at issue between the United plan and one such as that which is now proposed is one of control. Under the innovation, those who have waxed fat at the exhibitors' expense, and who have begun to realize that they have outlived their usefulness, as making an effort to secure a strangle hold on the industry, and to declare themselves in on the new and better game. Under the United plan the exhibitor is top dog, and he will profit by his supremacy in the matter of prices, service, and in the quality of the goods to be exploited."

### MANITOBA HOUSE PLANS AFTER-SCHOOL MATINEE.

**Lyceum Theatre, Winnipeg, Charges 10 Cents, Not Including War Tax—Good Bills Presented.**

The Lyceum Theatre, Winnipeg, Manitoba, has decided upon a policy of admission prices that is highly interesting in view of the tendency of local theatres to cater to the children of the community. The theatre is open each day, except Sunday, from 10.30 a.m. to 11.30 p.m., and admissions are charged as follows: Up to 7 p.m. daily, 15 cents; after 7 p.m., 20 cents; box seats, 5 cents extra; childrens' after-school matinee each day except Saturday, 10 cents; Saturday morning matinee for children 5 cents. These prices do not include the war tax.

The "after-school matinees" for children have become quite popular because many parents do not like to have their children in theatres for evening performances.

The Lyceum has booked quite an attractive assortment of attractions. During the week of May 20 the feature was "Womanhood, the Glory of a Na-

tion"; this was followed by the Goldwyn release, "The Fair Pretender." During the week of June 3, the attraction is "The Life of Lord Kitchener," and for the week of June 3 the feature booked is "The Glorious Adventure," starring Mae Marsh, while the attraction during the week of June 10 will be "The Kaiser, the Beast of Berlin."

The Lyceum Theatre boasts of the only ladies' concert orchestra in the Dominion of Canada. The house has made a specialty of its ladies' orchestra for the past eight months. The popular name selected for the Lyceum is "Winnipeg's Elite Photoplay House," and this name appears in all advertisements and other literature issued by the management.

**She's a Film Exchange Booker  
—and a mighty good one too!**



MRS. IMOGENE JEWELL

The Toronto branch of the Specialty Film Import, Limited, have the honor of employing probably the only woman booker in the film business in Canada, in the person of Mrs. Imogene Jewell, a dainty young lady who discharges her duties with exceptional business-like ability and efficiency.

Mrs. Jewell has been engaged in this capacity with the Pathe branch in Toronto for nearly two years, and in that time has managed her department in a manner that has been a credit to both herself and the firm by which she is employed.

The position of booker in any film branch is an exceedingly difficult position to fill. If the person engaged in the work does not thoroughly understand the business, or does not have a thorough grasp of the situation, a serious and costly blunder to the exhibitor and the exchange may occur. However, in all the time that Mrs. Jewell has presided over the destinies of the booking department of Pathe in Toronto, she has yet to make her first mix-up on booking dates. This indeed reflects great credit to this gifted young lady.

## Exhibitors Will Entrench in West

### Said Western Men are Forced to Cut Operating Expenses

Exhibitors of Winnipeg, Manitoba, and other cities of western Canada have decided to retrench in various ways in order to meet new conditions brought about by the imposition of the new reel tax of fifteen cents per day and the increase in the duty on imported film from two to three cents per lineal foot.

A big conference was held in Winnipeg recently. Many small exhibitors stated that they could not possibly raise their admission prices above ten or fifteen cents on account of provincial war taxes, and the only thing that some of them could do without closing their doors, would be to "back water" in the matter of operating expenses.

Exchange managers declare that the new federal impositions mean an added cost of \$500,000 per year to the moving picture business in Canada, and there are only 1,000 theatres in the country to cover the new expense. This means an average expenditure of \$500 per year for each exhibitor.

### Censorship Increases Cost.

An interesting phase of the situation was brought out in the general discussion. This was in reference to the relation of censorship to operating and tax costs. Should censor boards in three of the provinces condemn a picture, exhibitors of five other provinces have to bear the burden of the whole tax on the film.

It was stated that successive censorship boards in each province manage to cut each five-reel subject down to four reels on the average. Thus the last exhibitor to show it will have to pay as much for four-fifths of a picture as the first pays for nearly the whole picture, insofar as the reel tax goes, it was declared.

The duty on the whole of the uncensored picture, however, when imported, must first be paid and there is no rebate when large portions are cut out by any censor board. It is pointed out by Manitoba men that frequently by the time a picture arrives in Winnipeg from the eastern provinces it is a "celluloid wreck."

The suggestion has been raised once more that the exhibitor should be his own censor. He knows what his patrons like, and if a picture did not meet with his approval he would not have to run it under such a system.

### WITH A CANADIAN FLAVOR.

The Canadian Northwest Mounted Police, famous as the finest police organization in the world, and followed closely by the Pennsylvania State constabulary, will be seen in action in scenes from "Hell's Neck," the stirring Universal photodrama of the frontier, in which Harry Carey, the Western actor, wins more plaudits.

# MUSIC AND ITS APPLICATION TO PICTURES

## PLAY THE FEATURE.

### But Don't Neglect the Rest of Your Musical Program.

There is a great tendency on the part of moving picture theatre orchestras to play the feature picture in splendid style, and then to neglect the remainder of the programme. Time and again my attention has been attracted to this matter: If a leader and his orchestra are really striving to give a proper musical programme in conjunction with the pictures shown at the particular theatre in which their services are utilized, attention should be paid to the entire picture programme.

To play the feature and to neglect the rest of the pictures takes the edge of the entire programme, and theatre patrons will be quick to realize that the orchestra is not doing all that it is really capable of doing. On the other hand, the moving picture orchestra that is striving to make a proper musical interpretation pays great attention to the music for the news reels, the comedy or the scenic. The result is a well-balanced musical programme, satisfied patrons, and a general feeling all round that no musical opportunities have been overlooked.

At the Regent Theatre here in Toronto, we pay great attention to the entire programme. From the time the show commences until the last flicker from the operating room, we are constantly trying to help put across the entire programme—feature, news reels, comedy, and scenic.

An intelligent musical interpretation of the average scenic reel lifts it out from the ordinary, and makes all the difference in the world as to how the reel is received by the patrons of the theatre. We have run animated weeklies here, parts of which were full of "punch." By availing ourselves of the musical opportunities afforded, we have played that particular part of the news reel in such a manner that the people were nearly lifted to their feet.

There is too much sameness about the musical interpretation of the news reel by the average orchestra. Here at the Regent we use the Animated Weekly and the British War Office Official News Weekly. I look these two reels over carefully, and make a rearrangement of both reels, and try to build up a climax or series of climaxes to go with the proper music. As a rule, I group my war stuff together. It would surprise you to know what wonderful effects can be produced by a careful analysis of the news reels.

In comedy the leader has an excellent opportunity to play the so-called popular music. Bright and snappy music is permissible in this sort of film, and helps to put the picture across and tune up the audience to an appreciation of the various funny situations on the screen.

The scenic which is very popular with Regent patrons, also affords an opportunity for an intelligent selection of music. If a film is shown depicting scenes in rural Spain, it would be out of keeping with the general scheme of things to play anything other than music with a Spanish flavor. Appropriately chosen music for scenic will lift the ordinary scenic out of the common rut.

Play your feature—yes. But don't overlook the news reels the comedies, the scenic, or any other type of film run by your manager. Music can be chosen that will blend into any kind of film.

## JOHN ARTHUR



Harry Morey of the Vitagraph, whose virile acting meets with favor among Canadian movie fans

## MUSIC IS A NECESSITY.

### Even If You Don't Like It.

Only about one person in five has an ear for music. The electric piano in the proverbial "back room" sounds just like Hugo Reisenfeld's Rivoli orchestra to a lot of people—but—

It is safe to bet that two out of five pay the admission price at the Rivoli to hear the orchestra alone.

A feature picture of course attracts your patrons, but the music goes a long way toward making them satisfied customers, and that is the difference between breaking even and making profit.

Remember, your permanent profit-making business must come from the large dominating class. Keep the quality of your program up to its highest possible point.

Provide quality music, just as you provide quality pictures!

It's remarkably cheap to have good music when you consider the amount of business it gets and holds for you.

## THE SCREEN ANGEL.

(By Dick Willis.)

She was her Mother's darling and her Popper's only joy,  
And for once her parents never said:  
"We wish she was a boy."  
Her hair a golden nimbus, her eyes a heavenly blue,  
An angel in appearance, it is very, very true.  
She was clever, but they spoiled her;  
how they spoiled that angel child;  
Then they told her she was clever, and they told her she was pretty,  
And everything she said was quite too cute or quite too witty.  
The dear public sent her candy and the papers called her great,  
And they swelled her tiny head all up until it was too late  
To keep her still a baby; now she's lost her pretty ways,  
And with her clothes and make-up box instead of toys she plays,  
Says smarty-alec things to grown-ups, just to hear them laugh,  
And joins their conversation, understands their vulgar chaff.  
But she brings her parents money and they do not have to work,  
And moral obligations to their baby girl they shirk,  
And her acting shows it badly; she has lost her natural charm—  
She is "acting" all the while, and she will ne'er survive the harm  
It does her; in a few years' time she'll be like all the rest—  
Sans inspiration, naturalness, sans all that's for the best.  
The "Screen Angel" is numerous, and is very often spoiled,  
And by the time she reaches eight through several years has toiled,  
Then when she gets the gawky age she exits through the door  
That leads to "Might-have-been" land and we never see her more!

## FRENCH WAR HERO ENLISTS WITH CANADIANS.

Maurice Fallet, a French war hero, who upon being honorably discharged from the French army after being gassed at Verdun, came to the United States and was signed by World Pictures, has felt the lure of the war again and has enlisted with the Canadian army. Mr. Fallet is now with the Second Battery, Light Artillery, stationed "somewhere in Ontario." His identification number is 34338 F. Mr. Fallet appeared with much success with Kitty Gordon in World Pictures. Not only was Mr. Fallet gassed at Verdun, but was wounded in other battles, and was given the Croix du Guerre for bravery under fire. He is but seventeen years old.

## THE FORUM

The Digest has received the following letter from Mr. J. S. Smart, of the Royal Theatre, Port Hope, Ontario, which will likely be read with considerable interest by those in the film trade in the Dominion, especially the men in the smaller towns who are running moving picture theatres.

The Digest would be pleased at all times to receive letters and expression of opinions from the exhibitors of Canada. We want you to make this publication a forum for the discussion of subjects that affect the Canadian film field. If you have anything to add to the remarks made by Mr. Smart of Port Hope, write us a letter. We will gladly publish it.

Port Hope, June 4, 1918.

Editor, The Digest—Has nobody noticed the unfairness of this new reel tax in its application to the small town theatres? Is it right that the smallest house in the smallest place should pay exactly the same tax as the big city theatre which takes in thousands of dollars weekly?

I would suggest that the government be requested to grade the tax from 5 cents to 25 cents per reel, according to the seating capacity of the house. This would be absolutely fair to all, and could be arranged to yield as large a revenue as the present tax without being in the least a burden to the large theatres.

The government admits the correctness of a graduated tax by its import duty on films, which affects exchanges according to the value of their business, so it should be an easy matter to persuade them to change the reel tax on exhibitors to correspond, roughly, at least, with the profits of the house.

One exhibitor can do very little, but I am writing to the Ontario Exhibitors' Protective Association, and hope they will be broad-minded enough to take up the matter in fairness to the small houses.

You must realize that the present system of taxation is not equitable. I urge you to use the power of your publication in organizing an appeal to the government for the graduated tax which I have suggested, and sincerely trust that you will seize this opportunity to be of real service to the smaller exhibitors.

Yours very truly,  
J. S. SMART.

### MORE RE-ISSUE TROUBLE.

#### Turner-Dahnken Protest Against Calling Old Chaplin New Film

A new development on the question of re-issues came forth involving Chaplin. The Turner-Dahnken interests on the coast recently sent a telegram to the Chaplin studio calling attention to the fact that some of his old Keystone films are being retitled and issued as new pictures. The message reads:

"Oakland Orpheum advertising extensively for next week Chaplin in his latest release from his own studio, 'His Daredevil Bride.' Suggest Chap-

lin wire Meyerfield head Orpheum, San Francisco, to stop his Oakland manager from advertising re-issues in such despicable manner."

The First National people are indignant. The Chaplin studio is determined to wipe out what it calls "the pirates" and has behind it the fullest co-operation of the First National Exhibitors Circuit.

## You Can Register At Film Exchange

### Syd. Taube of Famous Players has been appointed deputy registrar

For the convenience of all those engaged in the film business in Toronto, arrangements have been made whereby Mr. Syd. Taube, the popular executive of the Famous Players Film Service Ltd. at 12 Queen Street East, Toronto, has been appointed a deputy registrar.

Syd. is already hard at work registering all those who apply to him, and if you want to register before the big rush on June 22nd, hurry up to see Syd. he'll do the rest.

This arrangement whereby Tanbe acts as a deputy, is indeed a very convenient plan for all exhibitors and many others in Toronto film circles.

### WM. BLAKE LAWRENCE DEAD IN WINNIPEG AFTER STROKE.

The death has occurred in Winnipeg, Manitoba, of William Blake Lawrence, one of the best known theatrical men in western Canada. Mr. Lawrence died after an illness of almost a year, and the cause of his death was a paralytic stroke. He was 48 years of age, and is survived by a widow.

The late Mr. Lawrence, who controlled three Winnipeg theatres, was born in Gainsville, New York, February 23, 1870, and at the age of nine years he was the errand boy for the Whitney Opera House in Detroit, Mich. Twelve years ago he started his first theatrical venture in Winnipeg when he operated the Winnipeg Theatre. Next he opened the Pantages Theatre, a vaudeville theatre, in 1914, and he also acquired the Dominion Theatre, one of the leading photoplay houses in western Canada.

Following his stroke, Mr. Lawrence relinquished his duties to Gordon T. Howden and, under the latter's management, the three Winnipeg theatres lost none of their popularity or standing. It is understood that the Lawrence interests will be continued under the di-

Noteworthy among the settings in the Theda Bara-Wm. Fox production of "Salome" is said to be an almost exact duplicate of the famous Jaffa gate, through which the British entered Jerusalem recently.

**EXHIBITORS—**  
**Watch the "Exhibitors Film Reports". It may save you money**

## Essex M.P. Raps Victory Loan Film

### Declares Picture in Question Was "Some Picture" Indeed!

Objections of an interesting nature were raised in the Canadian Parliament over the payment of \$7,358.91 for the taking of a one-reel moving picture to boost the last government war loan in the Dominion. It happened that Sir Thomas White, the Minister of Finance, acted the role of "hero" in the film, and the claim was entered that the minister should pay the bill, and not the people.

The chief objector was W. C. Kennedy, the member for Essex County, who observed that the people of Canada had a fine taste for moving pictures and that the picture in question was "some picture" from a home-brew standpoint, but that he did not like the idea at all. In fact, he had been told by some people that it was bad business to have a cabinet minister in front of a camera.

Mr. Kennedy thought that it might be a good plan, it is reported, to allow Sir Thomas to smile, throw custard pies, or do anything else that he liked through forty reels or more of pictures providing Sir Thomas, and not the people, paid for the pictures. Otherwise the idea might become so popular that some members of Parliament might want to have moving pictures taken of themselves in the act of drinking water and registering smiles of joy at the pastime.

Mr. Kennedy pointed out that it cost Canada \$1,000 more to put Sir Thomas White into moving pictures than the United States Government had to pay to sell \$52,000,000 worth of Liberty Bonds in Detroit.

## Benjamin Chapin Has Passed Away

Succumbing to tuberculosis, Benjamin Chester Chapin, known for his impersonation of Abraham Lincoln, on the stage and in motion pictures, died at Loomis Sanitarium, Liberty, New York, a few days ago.

Mr. Chapin became seriously ill on Lincoln's Birthday, when he went to the institution where he died.

By an odd coincidence, Mr. Chapin's life work, "The Son of Democracy," a series of ten motion pictures depicting various incidents in the career of the emancipator, was released on the same day that the actor went to the sanitarium, and he was unable to reap the financial benefits of his labors, which to date have totaled nearly half a million dollars.

Mr. Chapin was born in Bristolville, Ohio, August 9, 1874. His remarkable resemblance to Abraham Lincoln prompted him to impersonate the martyred President in a successful monologue and he later produced a play with Lincoln as the central character. It required five years for Mr. Chapin to produce and finally complete "The Son of Democracy," which was released by Famous Players-Lasky.



## PROJECTION DEPARTMENT

### SEEN THROUGH THE "PORT-HOLE."

The relief organist took an unusually long recess after the intermission. There didn't happen to be many people in the house, but those that did come in during the dull hours certainly know now why they call it the "silent drama."

Two spooners in the rear of the balcony became so unduly affectionate that two elderly ladies sitting directly behind them walked out in disgust. They looked in vain for an usher to whom they might report the actions of the couple, but, unknown to them, he was busy chinning with his own dame down in one of the loge seats.

Somebody left the back exit open during the matinee, throwing a shaft of light in the house that all but completely fogged the picture. I finally phoned down to the head usher, who was some time answering, but it was fully five minutes before the door was closed.

I have noticed that when the attendance is small at the close of the last evening show, the boys who are detailed to stay and put up the seats have a habit of starting this work about fifteen minutes before the show is out. They try to do this quietly, and probably mean nothing by it, but it cannot help but detract the attention of the remaining people who are trying to watch the show. Also it creates the impression that we are in a hurry for them to get out so as we can close up.

I notice that in the afternoons when the attendance is small, many people have made a practice of moving from the twenty-cent seats down into the loges. The ushers cannot help but notice this, but they make no attempt to stop them, possibly thinking that as long as the seats are not taken, there is no harm in it. I think this wrong, because when you do want to put a stop to the practice, it gives these people a chance to say, "Why, I always do that, and I know it's all right." It also puts a crimp in the loge sales. Any time you retrench on a policy, you're gone. In the last place where I worked, they let these things slide and finally had to go to a nickel permanently.

### Additional Toronto and Ontario Topics

#### IN THE ADDING MACHINE BUSINESS.

Maurice Thaler and Harry Law, two former film men, are now representing the Barrett adding and listing machine, and have organized a company known as the Barrett Sales Company, with offices at 88 Victoria Street, Toronto. Mr. Thaler was formerly on the sales staff of Famous Players, and Mr. Law was former manager of the Toronto office of Metro. Since they have entered the adding machine business, they had captured some nice business, and prospects are said to be very bright for the future. They have recently sold machines to Superfeatures, Ltd., the Famous Players, and the Specialty Film Import, Limited. Mr. W. C. Gookin, former general manager in Canada for Vitagraph, is now the "big noise" with the Barrett organization in the States, and has for his assistant Mr. Watrous, former Vitagraph branch manager in Toronto. Mr. Thaler still continues to manage the College Street playhouse in Toronto.

#### HE'S SOME ANGLER.

Mr. John J. Colleton, branch manager in Toronto for the Specialty Film Import, Limited, has returned from a business trip to New York. Previous to going to New York, Mr. Colleton paid a visit to the haunts of the finny tribe at Trout Lake, near North Bay, Ont. He and a well-known North Bay exhibitor, Mr. John Blanchette, are said to have nearly fished the lake empty. At any rate, the Pathe branch manager came back with some real fine specimens of fish, and one of his Toronto friends, Mr. E. A. McArdle, manager of

Shea's Hippodrome theatre, Toronto, can vouch for John's prowess as an angler, as McArdle was presented with a nice mess of fish by express.



"OVER THERE"  
WITH CHARLES RICHMAN  
AND A STAR CAST INCLUDING  
ANNA NILSSON & GERTRUDE BERKELEY  
THIS IS THE "TALK SHOW"  
SELECT SP. PICTURES

#### MORAN DOES WELL.

Mr. G. H. W. Moran, sales representative of Superfeatures, Limited, was in Western Ontario last week, and, as usual, he managed to get a nice fat bundle of contracts for Superfeatures service. In the comparatively short time that Mr. Moran has been selling film he has made an excellent showing.

#### BRANTFORD THEATRE SHUTS DOORS.

The Appollo Theatre, Brantford, Ont., has decided to permanently shut up shop. This theatre was one of the first houses in Brantford, and has been run as a picture house for many years. It is a 400-seat theatre.

#### SAVOY BOOKS UNIVERSAL SPECIALS.

The Savoy Theatre, Hamilton, under the management of George Stroud, has completed arrangements to run "The Model's Confession," Mary MacLaren's first Universal production; "The Doctor and the Woman," a Jewel production, featuring Mildred Harris, who played the leading character in "The Price of a Good Time," as well as a number of other Universal specials.

#### TWO PATHE PLAYS FOR SHEA'S.

Pathe's "The Yellow Ticket," starring Fannie Ward, and a film that has had a pronounced success in the States, has been booked for Shea's Hippodrome Theatre, Toronto, for the week of July 1st. Another powerful attraction, "To-Day," also controlled by the Specialty Film Import, Limited, goes into this Toronto house week of July 17th. The Rialto Theatre, the downtown house at Shuter and Yonge streets, will play "To-Day" the week following the date at Shea's Hippodrome.

#### FEATURE: "WE, US, AND COMPANY."

Show the best pictures you can obtain, augmented by good music that synchronizes with the action on the screen; see that your ushers are courteous, your ventilation perfect, and every other detail of a first-class theatre rigidly adhered to; then build up the name of your THEATRE above that of any particular star or producer, and you won't have to lose any sleep over the fact that Lena Genster has jumped her contract with the Flicker Film Company.

## FOR SALE WANTED AT LIBERTY

**FOR SALE**—Moving Picture Business, in splendid small Ontario town. Has been running over ten years. Will sell at a bargain. Snap for some one. Good reasons for selling. Box 336, Orangeville, Ont.

**WANTED**—Motion Picture Theatre, either in Ontario or Quebec; must be well-equipped and well-located. Send full particulars to Box XYZ, care Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto.

**FOR SALE**—Edison Machine, in good condition, outside shutters, special lamp house and special stand. Apply Box 123, Moving Picture Digest. (2)

**WANTED**—Trap drummer, to play evenings, for moving picture theatre. Give all particulars. Address Grand Theatre, Box 175, Port Colborne, Ont.

**WANTED**—Young lady would like a position playing the piano in a moving picture house in Toronto three or four nights a week. Please mention your terms. Apply Pianist, care Moving Picture Digest, 326 Spadina Avenue, Toronto.

The Classified Advertisements in The Digest keep growing in number every issue. There's a reason. They bring results.

**TO RENT OR FOR SALE**—Star Theatre, Wyandotte St. East; occupation August 1; furnished, in first-class condition; good paying business. M. D. Armaly, 155 Wyandotte St. East, Windsor, Ontario. 4t

**WANTED**—Exhibitors, film exchange men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.

# The Velvet Curtain

## A Valuable Adjunct to Even the Smallest Theatre, and One That Adds Class and Distinction to Your House

How many of you fellows have a velvet draw curtain in front of your screen? No doubt you all know that this is the proper thing and you would like to have one in your house, but you have been staggered at the expense of installing one. In the first place, the curtain doesn't necessarily need to be of velvet. Any heavy material will do if your house isn't too brilliantly lighted between performances. Also, the actual work of installing one isn't nearly as intricate as you may have supposed.

Your patrons should never be permitted to see your blank screen for the same reason that a stage production would lose half of its impressiveness and realism if they shifted scenes in full view of the audience. It kills the illusion.

When you are showing a production where your audience will be vibrating with laughter one moment and instinct-

ively digging for the "hankies" the next, as they witness the more tense scenes in the play, it is little short of a crime to bring them to their senses with the realization that they have

been witnessing a "make-believe" performance, by hitting them in the eye with the black silver sheet at the close of the picture.

A draw curtain slowly drawn over the screen at the finish of the picture and kept flush with the edges of the iris on the "fade-out," perpetuates the human characters in a production and serves to create the feeling that a scene from real life has been enacted before their eyes. Also, if you use an occasional musical number in your theatre, you have an appropriate background for its proper presentation.

Make the interior of your theatre as attractive as your lobby, or even more so if possible. You won't have to depend on new business if you can depend on getting you "regulars" in for every change and its attention to these details that make people like to come to your house. The customary dull season during the hot months will be a good time to make the change. Decide right now that you are going to do a general renovating along with it. —From the Parentage Messenger.

## LARGE CONTRACT FOR WORLD PICTURES.

The Inter Ocean Film Corporation reports that they have just concluded the largest contract for the distribution of feature pictures recorded in the history of the industry, when last week the concession for the rights to World pictures for Brazil, Argentine, Paraguay, Chile, Uruguay and the Argentine Republic.

They also report that the contract for the rights to World pictures in Sweden, Finland, Denmark and Norway were renewed for a term of years, although this contract does not expire until late in the autumn. Another large contract renewed on the strength of the new output of World pictures was France. On the same day the concession for the distribution of World pictures in Switzerland was made permanent for a term of years.

"The Naulahka," Pathe feature, in which Doraldina, the dancer, has a prominent role, scored a success in San Francisco. Doraldina appeared in person at the theatre during the run of the picture.

## MORE "SNAKEVILLES."

Popular Essanay Western Comedy Releases Will Continue.

General Film Company announces the forthcoming release of a new block of Snakeville Comedy re-issues by Essanay. This makes the second series of ten Snakeville subjects in new prints, new paper, and new advertising material. The demand for these re-issues has exceeded all expectations, General Film reports. The first five subjects in the new series are: "Slippery Slim's Inheritance," "Sophie's Legacy," "Sophie Gets Stung," "Slippery Slim, Diplomat," "Slippery Slim and the Claim Agent."

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one year's subscription to the

**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....

RADIO SLIDE  
PATENT APPLIED FOR

**Send \$2.00 for Box of Fifty**

Exclusive Canadian  
Sales Agent

Everything the Motion Picture  
Theatre Requires

**J. T. MALONE**

337 Bleury St. - Montreal

For Sale by all Leading Dealers

# STORIES OF THE PLAYS AND PLAYERS

## BILLIE RHODES SHOWS UP BLONDES IN STRAND COMEDY.

Billie Rhodes, brunette beauty of Strand Comedies, demonstrates how to beat the blonde vamps at their own game in her latest comedy, "Beware of Blondes," released soon by Mutual.

A fortune-teller warns her that her fiancé, Jack, is due to fall for a blonde. It looks that way to Billie when she finds Jack on the beach surrounded by a bevy of pulchritudinous mermaids of all shades of blonde, from golden-hair to albins. Little Billie concludes he is lost unless she can outblonde the blondest vamp, and thereupon dons a wig that would make the famed Helen of Troy green with envy.

When Jack saw the siren with the tangled mass of goldy-locks, sauntering along the beach, he followed like the moth follows the flame. Billie had him going, and she kept him going even after she had removed her camouflage, and led Jack through the envious bunch of blonde nymphs.

## KATHARINE MACDONALD, POPU- LAR AND BEAUTIFUL LEAD- ING WOMAN,

Supports Charles Ray in New Film,  
"His Own Home Town."

One of the more recent arrivals in the reading circles of feminine film favorites, is Katharine MacDonald, who supports Charles Ray, the Ince star, in his new Paramount picture, "His Own Home Town." Miss MacDonald is one of the most beautiful women on the screen to-day, and possesses as well a fund of talent and the ability to impress by her personal charm.

This story by Larry Evans is one of the most effective, according to the report from the Ince studio in Los Angeles, that has reached the screen, and it is said to give young Charles Ray a characteristic role—one wherein he triumphs against odds in his fight against a plotting band of miscreants who are muling a town. The familiar newspaper office of the smaller cities is much in evidence in this picture, and to make it realistic Mr. Ince obtained an old printer to run the shop, which contained "Gordon" presses and the well-known paraphernalia of the country printing office.

## NORMA TALMADGE'S NEXT.

Star is Making "The Safety Curtain"  
to Follow "De Luxe Annie."

The production upon which Norma Talmadge has been so hard at work ever since the completion of her recently released and unanimously acclaimed Select picture, "De Luxe Annie," is a screen version of the highly successful novel by Ethel M. Dell, entitled "The Safety Curtain."

Published simultaneously in London and in this country, "The Safety Curtain" ran into large editions in an astonishingly short time. It has scored one of the real commercial successes among "best sellers" of recent years. The central character of "The Safety Curtain" is a clever little specialty dancer who, when the story opens, is one of the star performers in a London music hall. She proves her mettle by quelling a panic in the audience when the theatre catches fire, but is herself overcome by the smoke. It was in the filming of this scene, recently, that Miss Talmadge was really overcome by the clouds of smoke provided by the too zealous technical director.

## "FAME AND FORTUNE."

While working on "Fame and Fortune," his next release, Tom Mix took a dip into comedy recently to help his friend, Henry Lehrman, director of the Fox-Lehrman Sunshine Comedy companies at the Hollywood studios.

The comedy was "Who's Your Father?" and the plot called for an actor who could typify the Western cowboy and who could ride a horse. After a prolonged search among his companies for a player with such qualifications, Mr. Lehrman happened to mention his trouble to Tom Mix.

Not only did Mix allow himself to go to Lehrman's assistance, but he jumped at the chance of getting into a rapid-fire comedy.

Tom Mix has engaged in many strenuous plays of Western life, but after Lehrman got through with him he said, "Never again! This comedy stuff is too fast for me!"

Alfred Whitman brought down some very attractive snapshots with him from Truckee, California, where the Whitman company of Vitagraph players made the exterior snow scenes for his latest feature, "Boreo, Son of Kazan." The "snaps" consisted of Al with the different animals that appeared in the scenes with him. There were owls, deer, bears, raccoons, Alaskan dogs, and a parrot. Al says that the photos would lead one to believe that it was an animal feature, but it isn't. They were merely used as atmosphere and were quite tame. The bear used to sleep on the porch of the bungalow where Al resided during his stay, and they became great friends.

## SYNOPSIS No. 4.

In "The House of Glass," Clara Kimball Young appears in the role of Margaret Case, an innocent girl whom a train of circumstances condemns to a prison sentence. This picture was adapted by Charles E. Whittaker from the sensational stage success by Max Marcin, produced under the direction of

Emile Chautard, and is being distributed as one of her Select Star Series releases.

Upon the granting of her parole, Margaret goes west, where she marries a prominent railroad man named Harvey Lake. His appointment to a big job in the east brings them to New York City, where a detective recognizes her. Fortunately, the incident of a theft by a youth in Mr. Lake's office provides an unexpected method of securing her pardon from the governor of the state.

The delineation of this character gives Miss Young an opportunity for the display of her high artistry, and she rises brilliantly to the characterization of the luckless girl upon whom Fortune smiles so belatedly.

A dramatic story by a well-known playwright, a photoplay acted by Clara Kimball Young, and a superb cast under a sterling director and convincingly produced, "The House of Glass" is very much worth while!

"The Lost Express," starring Helen Holmes in a sensational railroad mystery serial, has proved a consistent money-getter. M. M. Pennell, manager of the New Theatre, Everett, Pa., writes: "Am certainly sorry 'The Lost Express' is finished, as I made more money on this serial than any serial I ever ran. I must say it certainly did bring the people out. My people can hardly wait to see the finish."

"The Lost Express" is in fifteen chapters, each an exciting episode in the search for a train which has mysteriously disappeared, leaving no trace. The dramatic interest is sustained throughout, and Miss Holmes, known as the most daring woman in photo-drama, is called upon to perform reckless feats of a thrilling character, such as riding on the bumpers of freight trains, jumping off bridges, hand-to-hand fights with a gang of desperadoes, and swimming through turbulent mountain streams.

"Blue Eyed Mary," June Caprice's new picture, will be released very near the day on which she celebrates her second anniversary in photoplays. "Caprice of the Mountains" was her initial film.

Ora Carew has started work on the second episode of the latest Pathe serial, "The Wolf-Faced Man," in which she has the role of the female heavy. Ora likes her role immensely and is making things very hard for the hero and heroine in the serial, as all good villainesses are supposed to do. Ora has had some hard stunts to do in the first episode, and says that from the looks of the scenario they get more difficult with each following one. Having been starred in Mack Sennett's comedies for several years, stunts, no matter how difficult, hold no terrors for pretty Ora.



# ADVANCE NOTICES FROM THE EXCHANGES

## INNOVATION IN SETTINGS.

An innovation in motion picture stage settings is marked in the release of "Prunella," the Paramount picture starring Marguerite Clark, which is an adaptation by Charles Maigne from the play by Granville Barker and Laurence Housman. The authors had considered presenting it on the speaking stage under the title of "Love in a Dutch Garden," some of the principal incidents in the play taking place in the exquisite flowery bower which the three spinster aunts provided as the virtual prison beyond the confines of which they did not permit Prunella to venture, in their efforts to shield her from contamination of the world.

Other settings are fanciful, just as the characters moving in this unique play are almost dream people, though the story told is a powerful one of love and emotion, in which Prunella, as innocent of worldly things as a child, elopes with a handsome strolling player, who takes her with him to odd places around the globe. Not the least interesting of these scenes is the appearance of the actors before the royal court of Japan, which is depicted in all its Oriental splendor.

## PATHE'S NEW SERIAL.

Ruth Roland and George Chesbro, who have the leading roles in the Pathe serial "Hands Up!" spent the most of last week doing rescue scenes, some of which were decidedly thrilling. In one of the rescue scenes, George, on the shoulders of two cowboys, who in turn were on the back of a horse, rescued Ruth from a high window. If the serial keeps up the way it is starting, it should prove one of the most exciting that has yet been produced.

## O. HENRY GOES STRONG.

**Cumulative Force of a Year's Production Shown in Film Demand.**

A new popularity mark for the O. Henry stories is being established by "The Purple Dress," a recent release, featuring Agnes Ayres and Ewart Overton. Several prints of this subject have been booked solidly for a period of six weeks by the New York exchange of General Film, and Manager J. A. Hammell declares there is no indication of a let-up in the demand. This is believed to be due to the policy of placing well-known stars in the principal roles in the O. Henry stories, thus offering unusual advertising possibilities for the exhibitors. Many sections of the country are reporting that the name of O. Henry itself is a big drawing card, and is the asset which is being generally appreciated by showmen.

The name of O. Henry, they say, lends distinction to any program, and is widely accepted by the public as the guarantee of a good show, backed up as it has been, with consistently meri-

torious productions. Scores of exhibitors who have been showing the series since the initial release more than a year ago, declare the drawing power of the O. Henry stories has been increased cumulatively, and that the exhibitor who books the present series stands to reap the benefit of a year of successful merchandising.

"An Honest Man," Triangle drama, in which William Desmond is to be presented, is described as a psychological photodrama. The star is cast as a happy-go-lucky tramp.



**NORMA TALMADGE**  
"DE LUXE IN ANNIE"

SELECT PICTURES

## RUSSELL'S FIRST PICTURE BREAKS HIS RECORDS.

Bookings for the first week of "Hearts or Diamonds?" the first picture of the William Russell productions, have exceeded all previous bookings for the same period of Russell pictures. "Hearts or Diamonds?" has had more first runs than any Russell picture to date, and reports from exhibitors indicate big box-office returns.

The second release in the Russell series, "Up Romance Road," has been completed and will be released by Mutual June 24. This is another strenuous romance-drama of the type that have made Russell's reputation as the premier fighting-man of the screen. It is full of fast action and mystery, with a strong element of romance, and gives "Fighting Bill" plenty of opportunities to display his talents as a doer of heroic deeds.

Miss Charlotte Burton, who played the lead in "Hearts or Diamonds?" will again do the heroine. Henry King, who directed "Hearts or Diamonds?" is responsible for the production.

## "MIDNIGHT MADNESS."

From the outdoor life and western surroundings to the midst of the underworld is the quick change Ruth Clifford made in producing her latest Bluebird feature, entitled "Midnight Madness." "Midnight Madness" is distinctly an eastern play, and is based on a detective story.

Jewels had been stolen, and the only clue to the thief was the fact that he had been wounded in the left hand. Prentice Tiller entered his hotel bedroom and dressed a wound in his left hand. In the next room is Gertrude Temple. Tiller overhears her phone Aaron Molitor. He enters and says he is Molitor. Gertrude distrusts him, but fears, for some reason, to call the police, even when he tells her that he is going to rob her of her jewels he declares she has.

Molitor knocks, and Tiller escapes. He sees, however, that Molitor is also wounded in the left hand. Through a plan Gertrude takes Tiller to the ruins of an old church, where he is suddenly snatched away, and escapes death in an old well by a mere accident, though he permits Molitor to think him dead. The next night Gertrude is informed of Tiller's death, but at that very moment Tiller steps in through the French window and demands the jewels. The police are watching the house, and break in, as he holds the others up. To save Gertrude, Tiller allows the police to think he is Molitor. Gertrude and her father are taking a boat for France; Tiller joins them, and Molitor begins to think he is one of their band. In Paris they go to the haunt of the master crook, Chevat. Lola, his plaything, loves him passionately, and becomes jealous of his attentions to Gertrude. Lola attempts to kill Gertrude, but Tiller prevents and just then the police break in and in the confusion Tiller gives Gertrude the bag of jewels, and pushes her out of a side door. Chevat is killed by Lola, and Tiller escapes in a disguise."

## "THE PLANTER."

The Mutual Film Corporation announces that the seven-reel special, "The Planter," in which Tyrone Power is the star, will be available at the Montreal office on July 1st; also that the successful Helen Holmes serial, "The Railroad Raiders," and the thrilling detective series, "The Vampires," will be at the service of Montreal exhibitors on July 8th.

As all these attractions have already proved their box-office value, exhibitors who have not shown same will undoubtedly find them to be of great financial value during the summer months. Bookings for same have already commenced, and theatre managers on the look-out for genuine money-making attractions at reasonable prices, should take care not to miss this opportunity.

**YOU NEED THE DIGEST—**

**We need the Dollar  
Send us your subscription**

## Releases in Toronto and Montreal for Week Ending June 15th

### TORONTO RELEASES

#### FAMOUS PLAYERS—

"M'Liss," Mary Pickford, 5 reels.  
 "Unclaimed Goods," Vivian Martin, 5 reels.  
 "Moon-shine," Arbuckle Comedy, 2 reels.

#### FOX—

"Occultism," Mutt and Jeff Comedy, 1 reel.  
 "Brave and Bold," George Walsh, 5 reels.  
 "Rough and Ready," Wm. Farnum, 5 reels.

#### GENERAL—

"Thief or Angel," Judge Brown Series, 2 reels.  
 "Their Model Carriers," Pokes and Jabs Comedy, 1 reel.  
 "The Porters," Ebony Comedy, 1 reel.  
 "When Macbeth Came to Snakeville," Essanay Comedy, 1 reel.  
 "The Starter," James Montgomery Flagg Series, 1 reel.  
 "A Daughter of Uncle Sam," Serial, Episode No. 9, 1 reel.

#### METRO—

"The Life Mask," Petrova, First National, 6 reels.  
 "Social Hypocrites," May Allison, 5 reels.  
 "Mutual Motor," Drew Comedy, 1 reel.

#### MUTUAL—

"The Richest Girl," Ann Murdock, 5 reels.  
 "Her Helping Hand," Strand Comedy, 1 reel.  
 Screen Telegram, No. 27, 1 reel.

#### REGAL—

Mutt and Jeff Comedy, 1 reel.  
 Triangle Feature, 5 reels.  
 "Spurs of Sybil," Alice Brady, World Picture, 5 reels.

#### SELECT—

"De Luxe Annie," Norma Talmadge, 5 reels.

#### SPECIALTY FILM IMPORT, LTD.—

"A Daughter of the West," Baby Marie Osborn, 5 reels.  
 "Fireman, Save My Child," Harold Lloyd Comedy, 1 reel.  
 "Sweden and Picturesque France," split reel scenic, 1 reel.  
 Pathe News, two a week, 1 reel.  
 Pathe British Gazette, 1 reel.  
 British War Office Official News Weekly, 1 reel.  
 "The House of Hate" Serial, Episode No. 11, 2 reels.

#### UNIVERSAL—

"Merry Mermaids," L-KO Comedy, 2 reels.  
 Animated Weekly, No. 28.  
 Screen Magazine, No. 75.  
 Current Events, No. 57.  
 "The Lion's Claw," 11th Episode, 2 reels.  
 "Nobody's Bride," Bluebird, Ella Hall, 5 reels.  
 "Stepping Some," Lyons and Moran Star Comedy, 1 reel.

#### VITAGRAPH—

"The Woman in the Web," Serial, Episode No. 11, 2 reels.  
 "The Soap Girl," Gladys Leslie, 5 reels.  
 "Lame Brains and Lunatics," Big V Comedy, 1 reel.  
 "When Two Play a Game," Comedy, 1 reel.

### MONTREAL RELEASES

#### FAMOUS PLAYERS—

"The Old Home Town," Charles Ray, 5 reels (Ince Production).  
 "M'Liss," Mary Pickford, 5 reels.  
 "The Tiger Man," William S. Hart, 5 reels.

#### FOX FILM CORP.—

"Peg of the Pirates," Peggy Hyland, 5 reels (Fox Special).  
 "The Scarlet Pimpernel," Dustin Farnum, 5 reels (Fox Special).  
 "Woman and the Law," Peggy Hopkins and Miriam Cooper, 7 reels (Fox Standard).

#### GENERAL FILM CO.—

"Enchanted Profile," O. Henry Story, 2 reels.  
 "Last Brid of Zeppelin L-21," 2 reels.  
 "Way Up in Society," Kalen Comedy.  
 "The Starter" (Girls You Know Series), Montgomery Flagg.

#### INDEPENDENT FILM SUPPLY—

"The Other Girl," James J. Corbett and Paul Gilmour, 5 reels.

#### METRO—

"Lend Me Your Name," Harold Lockwood, 5 reels.  
 "Help Wanted," Mr. and Mrs. Sydney Drew Comedy.

#### MUTUAL—

"Social Briars," Mary Miles Minter, 5 reels.  
 "Rustic Romeo," Strand Comedy, Billie Rhodes.  
 Screen Telegram, 26-T-1.

#### REGAL—

"The Whims of Society," Ethel Clayton, 5 reels.  
 "Rose of Paradise," Bessie Barriscale, 6 reels.  
 Keystone Comedy, 2 reels.  
 Triangle Comedy, 1 reel.

#### SPECIALTY FILM IMPORT—

"For Sale," Gladys Hulette and Creighton Hale, 5 reels.  
 "House of Hate," Pearl White and Antonio Moreno, "Haunts of Evil."  
 History of the War, No. 11, 1 reel.  
 British War Office Official News, 1 reel.  
 Pathe British Gazette, 1 reel.  
 Pathe News, 1 reel, two a week.

#### UNIVERSAL—

"Woman Against Woman" (Bluebird), 5 reels.  
 "Play Straight or Fight," Helen Gibson, 5 reels.  
 "Butter Again," Gale Henry and Wm. Franey (Comedy).  
 "Stepping Some," Eddie Lyons-Lee Moran Comedy.  
 "The Lion's Claw," Episode No. 11.  
 Animated Weekly, No. 28.  
 Screen Magazine, No. 75.  
 Current Events, No. 57.

#### VITAGRAPH—

"Business of Life," Lawrence Gresham, 5 reels.  
 "The Deceivers," Mr. and Mrs. Sydney Drew Comedy.  
 "Speakers or Snoozers," Big V Comedy.  
 "Woman in the Web," Episode No. 10, "Out of a Dungeon."

## For All The Latest Film News Worth While---Read The Digest

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay you to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00  
 6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

## "Ask The Exhibitor Who Runs 'Em"

- ¶ The Fox Film Corporation aims to provide the best pictures that can be produced and to provide them, consistently the best, continuously.
- ¶ The Fox Standard Pictures are released every two weeks—twenty-six each year. Every Standard is distinct in itself and its appeal is powerful and direct.
- ¶ The Fox Fifty-two Specials are released one each week. Timely stories, brimful of color and action and with stars who have builded reputations on sheer merit alone they have proven their success by their almost instantaneous popularity.
- ¶ No comedies were ever received with such enthusiastic approval as the Sunshine Comedies. Clean clever comedians, bright, brisk action and wholesome humor are all contained in the Sunshines which stand alone in the comedy field. The original Fox Comedies and the Mutt and Jeff animated Cartoons are also unexcelled in their respective classes.

# FOX FILM CORPORATION, Limited

TORONTO ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# REGAL

---

¶ To the Exhibitor---even if he be a small-town showman operating a tiny house or the big exhibitor, in the big town, with the big house--Regal has a selling plan that takes care of both. With a new Policy of live and let-live, again we say---wait.

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

1915  
PRICE  
5  
CENTS

JUNE  
22nd

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

12

## DO YOU WANT IT?

- ¶ Last week The Digest inaugurated a department known as "EXHIBITORS' FILM REPORTS"
- ¶ The purpose of this department is to give you exhibitors the true perspective on various pictures--to help you separate the wheat from the chaff.
- ¶ Will you help us make this department Your Department in every sense of the word? You can do this by filling out the coupons in this issue, and mailing to us.
- ¶ Give us the truth about the pictures you have played. We'll pass the word on to your brother-exhibitors for their guidance. They, in turn, will give you information vital to your success.
- ¶ Do you exhibitors want this department? Then "come across" with the necessary information. All together, boys!

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
Canadian Moving Picture Digest  
PUBLISHING COMPANY

MONTREAL  
Room 2, Imperial  
Theatre Bldg.



# State Right Features

OFFER ATTRACTIONS THAT WIN  
FOR THE EXHIBITOR

**"The Price of a Good Time"**

AND

**"Doctor and the Woman" or "K"**

LOIS WEBER PRODUCTIONS

Featuring

**MILDRED HARRIS**

The Girl Who Puts Her Whole Soul Into Her Role—are two of the  
Latest Releases

**"FOR HUSBANDS ONLY"**

**A PHOTOPLAY  
EXTRAORDINARY**

UNIQUE, ORIGINAL AND CURIOSITY-EXCITING DRAMA.  
HEART INTEREST ABOUNDS. WATCH FOR IT.

**JEWELL  
PRODUCTIONS**  
INC.  
1000 Broadway. New York.

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



3—Big

**"THE  
MYSTERY  
SHIP"**

Success

**"THE  
LION'S  
CLAW"**

**Serials**

**"THE  
BULL'S  
EYE"**

**YOU HOLD THE WHIP HAND WHEN  
YOU RUN**

**"The Boy Scouts to the Rescue"**

You can announce it and advertise it and boost it to the limit as being **THE ONLY SERIAL** of its kind **EVER SHOWN IN YOUR CITY**—The great big fascinating **BOY SCOUTS** serial that every father, mother and child is extremely interested in, particularly right now when the Boy Scouts are doing their bit so wonderfully well.

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
HEAD OFFICES—TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 12

SATURDAY, JUNE 22nd, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
General Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**  
  
**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

**CORRESPONDENTS**  
— — —  
**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal  
  
**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard  
  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

### Effect of Motion Pictures on the Eyes

**M**ANY critics of the motion picture have condemned the industry from various angles. Probably you have often heard that one of the greatest evils about the picture business is the great harm that moving pictures do to the eyes of movie patrons.

The latest findings of science refute this false idea concerning pictures, and one of the United States' greatest doctors declares that moving pictures relieve, rather than strain the eyes.

So, when any would-be critic tells you that moving pictures are doing untold damage to the eyes of the people tell him that he "knows not whereof he speaks." Show him the following article taken from one of the world's greatest newspapers, the Chicago Tribune:

"Motion pictures get a clean bill of health from Dr. C. A. Bahn of New Orleans. At any rate, the show is restful, rather than exhausting, and relieves rather than strains the eyes.

"Ten million people go to moving picture shows daily, and the attendance has been at this rate for several years. If it was harmful to the eyes, some blind people would be in evidence as exhibits. It takes the eye one-twelfth of a second to see and record anything. Pictures thrown on the screen at the rate of thirteen a second or faster seem to be continuous. Moving pictures are thrown on the screen at the rate of sixteen a second. The ribbon is so made that a picture is before the lens, it rests there unmovable for a fraction of a second, then the light is turned off while the old picture is moved off and a new one is moved on. The film does not move while the light is on, the light does not shine while the film is moving. If the film moves faster than sixteen pictures a second, it gives a jerky, automaton motion; if slower, an uncanny, walking-on appearance.

"In present-day practice pictures are projected at the right speed, the pictures are properly focused, the films are clean, the line of projection and the line of sight of the observer are about the same, the nearest seats are more than twenty feet from the screen, the house is well ventilated and clean, and the music is restful. The combination makes for health, in the opinion of Dr. Bahn.

"He says if moving pictures in moderation cause ocular discomfort, it is because the eyes are not right, and one should see an oculist. A person with normal vision should be able to enjoy at least four sittings of one and a half hours each week with no eye discomfort. In looking at moving pictures one should not stare at any one object, but should try to look at the screen as a whole or from point to point on it. Should the eyes tire, one should look away for a while or close the lids."

# "While We War We Live;" Pictures Are War-Time Necessity

**Prominent film man issues appeal to public and tells what pictures have accomplished for the nations**

An appeal to the public to stand by pictures as a war-time necessity has been issued to the people of Los Angeles, where a thrift movement threatened the existence of the motion picture theatres, through the advertising columns of the Los Angeles newspapers by James M. Sheldon, president of the Mutual Film Corporation.

When Mr. Sheldon learned of the jeopardy in which Los Angeles theatres stood, he ordered an advertisement prepared and published in Los Angeles pointing out the service the motion picture has rendered and is rendering in the conduct of the war.

The advertisement went forward simultaneously to the Los Angeles Times, Herald, Examiner, Express, Tribune, and Record, under the caption, "Motion Pictures a War Necessity." It read as follows:

"War time economy properly consists of both saving and spending wisely.

"Two great institutions demand your war-time patronage, both in value to you and in service to your country. They are: The newspaper and the motion picture.

"It is your obligation to be well informed, to know the will and purposes of your government, to share in its successes, to laud its heroes, to succor the wounded, to keep the home fires burning.

"The motion picture brings you the story of the war and our nation at war that words cannot tell. The picture, too, has a function of entertainment. The United States is not in sack-cloth and ashes.

"While we war we live,

"The motion picture industry's war-time right to existence is proven in the large uses to which the pictures are being put by the United States government, notably the Committee on Public Information, in behalf of the War and Navy Departments, by the U. S. Food Administration, the Liberty Loan Committee, the Shipping Board, and all kindred arms of our war administration. The pictures live because they serve. The motion picture industry has enlisted for 'duration of the war.' That enlistment has been voluntary, enthusiastic, and with whole-hearted fervor of patriotism.

"Your motion picture theatre presents you not extravagance, but wholesome opportunity to buy of knowledge, experience, and entertainment, to know your country and the affairs of the warring world.

"Patronize your theatres.

"The war has proven in France and England," said Mr. Sheldon, in commenting on his message to the people

of Los Angeles, "that the motion picture is essential to a warring people. It has performed an important and vital duty in sustaining the morale of the mothers and wives of the men on the firing line, in providing a certain and complete relaxation from the horrors of existence, in addition to the blessing it has been to the men in the trenches and in concentration camps.

"In the year of hurried preparation through which the United States has passed the motion picture has performed many duties. It was the first medium of entertainment to be adopted for the great cantonments where thousands of boys, torn from their homes, were helped over the pain of separation by picture entertainment. It has been a valuable ally to the various departments of the government as a means of propaganda. Its enlistment in the war has been genuine and valuable. It has won new recognition as an important factor on the life of the nation.

"I thought the time had passed when the motion picture was to be considered a luxury or an extravagance. Nowhere is more value delivered for the money than in the picture theatre. It gives more, dollar for dollar, in entertainment, relaxation, regeneration, and education than any other agency.

"The battle-cry of the home line of defence is thrift, and quite rightly so. 'Buy only what you need' is an excellent rule to follow, but the public needs the motion picture. Mothers with sons in France, wives with husbands on the battle line, cannot stand the strain and do their part in winning the war without diversion. Workmen cannot work at highest efficiency in our munition shops and shipbuilding plants without relaxation. Deprive the nation of its entertainment, and it will grow tense, and break.

"The motion picture is the most available and most efficient agency to fill this need. It has proven itself to be.

"Employers of great armies of men, men who are making guns, manufacturing munitions, building ships, and the hundred and one things that war has demanded, have been quick to realize the tremendous influence of the motion picture on the morale of their men, and where local conditions did not provide pictures, have built theatres and are operating them, many at a financial loss, to provide that very necessary factor in the lives of their employees.

"Let us in the motion picture business do all that we can in the future, as we have in the past, to assist the government in the raising of its loans, in the exploitation of its savings, and thrift campaigns, in the education of the people to economy and efficient effort, in the spreading of patriotic propaganda, in the dissemination of information, but let us combat the hysterical shoutings of the over-zealous against the picture as a luxury and an extravagance.

"The picture is essential; it is worth more, every day, than what it costs. The motion picture theatre gives every patron his money's worth, and more."

## Two Soldier Camps Stimulate Business At Niagara-on-Lake

With the reopening of the large Canadian artillery camp at Niagara-on-the-Lake, Ontario, considerable interest has been revived in the operation of moving picture theatres of the town. The place, which is located on Lake Ontario, has two different camps, one for Canadian soldiers recruited in the Toronto District and the second for Poles who enlist in all parts of the United States and Canada. These are indications that the military and civil population will run into large figures until late in the fall and to provide entertainment for the soldiers there are two independent moving picture theatres in the town in addition to various camp features.

One of the local theatres is a wooden structure seating 1,200 people. This was formerly known as the Park Theatre. It has been reopened as the Strand Theatre, and a company has been organized to operate it. One of those interested is William Dineen of the Strand Theatre, Toronto. The policy of the theatre will be to change programmes twice weekly and to charge an admission of twenty-five cents.

The second local theatre is a large terra cotta structure, which was built in 1915 by Mrs. Norris, who still controls the theatre.

## Mr. A. E. Wall is Called by Death

**Prominent Member of Nova Scotia Censor Board Passes Away**

The news was received in Toronto by telegram Wednesday afternoon of the death of Mr. A. E. Wall of the Nova Scotia Board of Censors, and one of the best known and most popular men in the film trade in the maritime provinces.

The death of Mr. Wall occurred Wednesday morning June 19, according to a telegram sent by Mr. G. A. Margetts, branch manager of the Canadian Universal Film Co. Ltd. office in St. John.

The late Mr. Wall was a valued friend of the industry, and his demise will be received with true sympathetic regret by all his many friends throughout eastern Canada.

## Operator's Union Officially Honoured

Mr. W. P. Covert, business secretary of the Moving Picture Operators' Union, Toronto, Local No. 173, has received a telegram from Mr. W. P. Shay, president of the Theatrical Stage Employees and Moving Picture Operators' Union, asking him to accept the position of fifth vice-president of the International Organization. Mr. Covert has wired his acceptance of the position.



# Exhibitors' Film Reports

## A Department to Help Canadian Exhibitors Get a True Angle on Current Pictures

### EXHIBITORS' FILM REPORT.

There is too much "press bunk" about features, "super-features," and "master-super-features." What you exhibitors want are the true facts about a picture—what your brother-exhibitor did with it. Give it to them for their success and guidance.

In an endeavor to be of further service to Canadian exhibitors, we are inaugurating a department in this issue of *The Digest* to be termed EXHIBITORS' FILM REPORTS. This department will try to give to Canadian exhibitors first-hand information from the exhibitors themselves on pictures run in Canadian moving picture theatres.

The success of this department does not rest with the editor. It is purely up to the exhibitors themselves to send in their reports on pictures from time to time, so that their brother-exhibitors will be able to see just what any particular feature has done for them.

We have been asked to start a department of this nature by many Canadian theatre men, and, therefore, we are going to launch it, in the hope that it will prove beneficial.

Immediately below you will find a blank, which has been termed "Exhibitors' Own Report." Will you help toward the success of this department by filling out the coupon and mailing to Mr. Peck, editor of *The Digest*, 326 Spadina Ave., Toronto. We can't get this valuable information unless you send it in from time to time. Will you? Now, altogether, boys!

### EXHIBITORS' OWN REPORT.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to *The Canadian Moving Picture Digest*, 326 Spadina Ave., Toronto, Ont.

Title . . . . .

Stars . . . . .

Released by . . . . .

Number of reels . . . . .

Remarks . . . . .

. . . . .

. . . . .

Title . . . . .

Stars . . . . .

Released by . . . . .

Number of reels . . . . .

Remarks . . . . .

. . . . .

. . . . .

. . . . .

## Watch For It!

An announcement of great interest to every Canadian exhibitor will be made in the next issue of *The Digest*. Keep your eyes peeled for it. It concerns the future welfare of every exhibitor in this country. In short, it has been suggested that *The Digest* make a registration of the theatres in Canada—their seating capacity, and other vital information, the knowledge of which will have a decided bearing on the prosperity of this industry in the Dominion. More will be told to you next week. Look for the announcement.

## Are You Square With Yourself

It's no trick to be a crook!

Anyone can collect considerable coin if they care not how they do it.

Any boob can run a house for pained ladies and get rich . . . but very few people think that much of money.

Do you keep your own cards on the table when you check up yourself?

Is it good business to cheat, no matter how you camouflage it, in dealing with the people who furnish your bread and butter?

Sooner or later they'll get you!

Reissues of good films . . . like return days of "Uncle Tom's Cabin" and "East Lynne" on the speaking stage . . . are one of the surest sources of real revenue for the fair-minded, square-shootin' showman.

Just because some feller who has tried to get "his" quick without worrying about "how," makes it possible for you to slip something over on your gang, is no reason why you should fall.

Always remember that the folks who spend their money with you hold you accountable. They know little, and care less, about who makes the film or how it's sold.

They only know that you show it and that they pay their money to you . . . and don't overlook the fact that they have an idea that you are gettin' rich even though you may be barely breakin' even!

Showing old films under new names isn't square-shootin'!

Using the old names in small type on the advertising, in order to have an alibi when someone kicks isn't goin' to keep that irate cash customer from remaining "sore," no matter what explanation you may give 'em.

If the stuff is good and worthy of playing again, it's worth showing on the square, under its original title.

If it's worth while and has made friends, there are still enough in your community who have never seen it, and enough who will be willing to see it again, to check up into real business if you are showman enough to get 'em in.

The whole problem centres upon two points: First, are you willing to try to grab without worrying' how you get it . . . which means a real loss of self-respect? Second, it's generally bad business to deal "stacked" cards . . . because sooner or later they'll "get" you!—*Wid's Daily*.

## Vancouver Exhibitors Decide to Pass War Tax Along to Public--New Imposts Cause Action

After an experience of seven months, the exhibitors of Vancouver, British Columbia, have decided to ask the public to pay its own Provincial war tax when attending a theatre. This step was taken as a result of the Dominion Government to impose a reel tax and to increase the import duty on films.

In making the change in policy, the Vancouver exhibitors pointed out that they were the only theatre men in Canada to assume the responsibility of the Provincial war tax and that the burden had been heavy. They could no longer accept the debt in view of other recently imposed taxation. The exhibitors took the step as members of the British Columbia Motion Picture Exhibitors' Association. On the day that the change was put into effect, large advertisements were run in each of the Vancouver newspapers in the name of the association, and the editors, in addition, devoted editorial space to the announcement.

The Provincial tax, which Vancouver exhibitors have been paying out of their own pockets, is as follows: One cent on each 5-cent admission ticket; two cents on each 10-cent admission ticket; two cents on each 15-cent ticket; three cents on each 25-cent ticket, and four cents on each 35-cent ticket.

All Vancouver theatres also ran notices in their current advertising to advise the public that it would be necessary to pay the war tax when purchasing tickets. Admission prices charged by various Vancouver theatres are as follows: Rex Theatre, matinees, 15c. and 25c.; children, 10c.; evening prices, 25c. and 35c., and children, 10c. Colonial Theatre, matinees, 15c. and 25c.; evenings, balcony, 20c.; lower floor, 25c.; boxes, 35c. Globe Theatre, matinees, 15c., and boxes 25c.; evening, balcony, 20c.; lower floor, 25c.; boxes, 35c.; children (any performance), 5c., if accompanied by adults; 10c. if not accompanied by adults.

The Fairview Theatre, it is interesting to note, charges 5c. admission to children under 12 years of age, and 10c. to children from 12 to 14 years of age.

### OPINION OF AN EXCHANGE MAN.

Jack Grauman, manager of the Metro Picture Service, Milwaukee, is one of the few exchange managers in that city who, previous to going into the exchange end, was an exhibitor. Mr. Grauman owned and operated for a number of years in Milwaukee four out-skirt theatres.

"I am of the opinion," said Mr. Grauman, "that the most successful exchange men are those who have graduated from the ranks of exhibitors, bringing with them an understanding that tends to make a better feeling between these two great branches of the motion picture industry. An exchange man who is able to accept the broader views of the business relations between the exhibitor and exchange, and who handles a program with the full knowledge that he is selling something worth while cannot fail to attain success."

### HE MUST HAVE IT.

"Congratulations to The Digest. It's getting to be some paper," writes in a prominent Western Ontario exhibitor, enclosing his dollar for one year's subscription. "I look forward to receiving my copy of The Digest each week, and you can take it from me that I read it from cover to cover."

### Makes "Supreme Sacrifice"



Corporal Edward Morris

Word has been received in Toronto that Corp. Edward D. Morris received a severe wound and died on June 6th at Boulogne, France. Corporal Morris was a former well known film man in Toronto, and the news of his death has been received with profound sorrow by his many friends in the film business.

He is the first member of the film industry in Toronto to give his life for the cause of the Allies. He commenced his film career with the Canadian Universal Film Company, Limited, when the company first established itself in Canada, and acted as booker for some years. Later he was operator at the Crystal Theatre, West Toronto, from the time this theatre was open until he enlisted in April, 1916.

He was born in West Toronto 26 years ago. Three of his brothers, George, Stanley, and William, are also overseas. He was a well-known baseball player and all-around athlete, and is survived by a widow and three children. Mrs. Morris has three brothers in the army, one of whom, William, has been killed. This makes a total of seven enlistments from this household alone—two of whom have laid down their lives for democracy.

The sympathy of the entire film industry in Toronto is extended to the sorrowing widow and her children in the loss of her husband, and a gallant soldier.

## Fox Convention Great Success

### Fourth Annual Gathering in New York is Largely Attended

The fourth annual convention of the Fox Film Corporation held in New York has gone down in film history as the most successful convention of that live organization, and the various Canadian representatives who were in attendance are once more back on the job, imbued with the desire to be up and doing.

Those who represented the Canadian Fox organization were District Manager Vincent C. McCabe, Branch Manager Rogers of Toronto, Branch Manager West of Montreal, and Branch Manager Lieberman of St. John. They were enthusiastic about the manner in which the big convention was held.

About 150 managers and other representatives were present to go thoroughly over the plans and policies of the company. Mr. Fox enunciated the policy of the Fox Film Corporation in the following speech:

"The only job in the country to-day is the winning of the war. To bring this war to a successful conclusion the government needs money, and lots of it, and the only way the government can get this money is through taxation.

"Therefore it is up to the business men of the country to expand and push their businesses with greater energy and vigor, so that when the government comes to collect its war taxes—whether they be five per cent. or ninety-five per cent.—it will find more money to levy on.

"It doesn't matter a continental whether we, as a corporation, have a nickel left after these taxes are collected. The point is that we have got to make enough money so that the government can collect more money. That, gentlemen, is our job this coming year."

### ONE ON THE CENSOR!

How they get ahead of censors in the States is well shown by the way the D. W. Griffiths photoplay, "Hearts of the World" was presented in Philadelphia after it had been banned by the Philadelphia censors. The picture was shown at the Garrick Theatre, but no price was charged, thus making a private performance of the film, which could not be barred. The public were given slips on which were printed: "In justice to the people of our beloved country we ask you, as good Americans, to express your opinion as to whether or not 'Hearts of the World' should continue to be exhibited as presented this evening." The votes were later tabulated, and showed an overwhelming affirmative. The announcement of the banning from the stage was met by cries from the audience, "The censors are pro-German." This incident scared the Philadelphia censors into cancelling their ban.

Forget your worries when you face your patrons; that's what they came to your theatre to do!

# Truth is The Great Salesman

## Truth is The Force That Makes Business and Holds it Declares John W. Semler

With a great deal of interest, and even relish, I read John C. Green's article, "Is a Salesman a Pirate?" The chief comment I have to make on friend John's story is that he did not make it strong enough. The term "pirate" is too mild. "Business wreckers" would be a better cognomen, and this goes for the majority of the present-day, so-called film salesmen. If they would stop to ponder, it seems they would realize it is easy to be truthful about their wares—and truth makes business and holds it.

Who is to blame? Judging from personal contact I should say that the trouble lies in the home office. Several months ago I had occasion to make a trip through the Middle West, and came in contact with a number of travelling salesmen who represented some of our biggest companies. In one city a theatre extended me the courtesy of its office, and it gave me every opportunity of sizing up present-day selling methods. During the ten days that I remained in that city some twenty representatives paid their respects to the owners of that theatre who, by the way, have a chain of four, and use eight features a week, besides shorts.

The first day three representatives came in, and judging from their line of talk one would get the impression that they had held a rehearsal the night before. Every word uttered was identical with the conversation handed out by the whole trio. Their chief linguistic gems were "Greatest pictures ever made," "Will clean up the town," "Greatest line of paper ever put out" and a lot of other chatter along that line. When asked if they had seen the subjects they were talking about all of them admitted that they HAD NOT. One fellow, who came in the next day, did not even know what pictures he had to sell for the coming month, and the company he represented turns out one every week. Of all the boobs, he was the star performer. This was the theatre man's experience all the way down the line.

Then came an exception. In came a fellow who was all to the good. He was full of pep and business, and he knew what he had to sell. That boy knew every frame of picture backward, and before he got through he had the John Henry of that string of theatres for everything he had.

Can you tell me why manufacturers send out men on the road without schooling them in the products they are supposed to sell? Are they ashamed of the pictures they make that they do not let the salesmen see them, or do they think it is a waste of time? From observation would say that the class of men that I have come in contact with it would be a waste of time to show them the goods. They would not know what they were all about.

The general impression that I have received is that they still believe in the old paper flash to get the exhibitor's

signature, still believing that the exhibitor is in the same class of the days where a picture was a picture and nothing else. Some day they may wake up and inject a little intelligence into the selling force, and pay the salesman a decent wage—that is a real salesman.

You seldom see a commercial house send out a man who has not been schooled in the line of merchandise he is selling. They look upon the salesman as the backbone of the business. Why cannot the film manufacturers take the same stand? A few do, and are successful, but the majority wonder why they get so many cancellations. I see it daily in my wanderings, and have taken the liberty of mentioning the cause to several sales managers, and the best I get is that it is none of my business, and I guess that they are right. But I hope to see the day that the men who put up the coin will wake up and put regular men in the field who know the picture business, plus a knowledge of showmanship. Then they will get the profits that they are entitled to, and the exhibitor will get his share. —From the Motion Picture News of New York.

## He's Some Hustler!



**MR. T. S. COOPER**  
Secretary of General Film Co. (Canada)  
Limited

Mr. T. S. Cooper, secretary and general manager of the General Film Co. (Canada), Ltd., and George Kleine System, in Canada, has achieved a splendid success through the recent combine of the two organizations. Mr. Cooper is a college graduate, and certified public accountant, and is well known through the United States as the former sales and advertising manager of A. G. Spalding and Bros., of athletic goods fame. He was also at one time comptroller of Collier's Weekly.

A good sport, hard hitter, baseball, football, and hockey enthusiast, but, above all, a good business man in the film game. Mr. Cooper has won for himself a host of Canadian friends. He has also seen many sides of the theatrical business, having "done his bit" before the footlights, and managed a house of his own.

As traveling auditor for the General in the States he ferreted out trouble for them from coast to coast—and then some. Later as special representative he closed some big deals that bear record to his ability.

Now, as director and general manager for the General in Canada, he is making some big strides for them. He is a strong believer in the personal touch pertaining to business. No "Dear sirs, we beg to advise," etc., for him. It's "get together, boys, and all pull together." The spirit of confidence and co-operation is reflected by his entire force, and upon it is based the continued success of the General in Canada.

Take a good look at him. His picture is not as big as he is. He's six feet five inches in height, and weighs 190 lbs. Some boy!

## Paramount Now Has Many Stars

### Seven Names Added to List—Pauline Frederick Out—Pickford to Rest

With six new star names added to the Paramount program and one new one on the Arcraft list, Paramount-Arcraft will start their new year, September 1, with 23 stars in picture productions. The new Paramount stars are Lila Lee, Bryant Washburn, Dorothy Gish, Shirley Mason, John Barrymore, and Ethel Clayton. Fred Stone is the Arcraft addition.

The latter, incidentally, will be under the direction of Donald Crisp in the four pictures that he is to do for the company.

With the addition of the new names, Paramount will lose but one star that it now has. That is Pauline Frederick. She has gone over to the Goldwyn and will make productions for that company.

Mary Pickford is now on the last picture of her present contract with the Arcraft, and after it is completed she will rest for six months under orders from her physician. After that she will return to the Arcraft, if a new contract now pending is signed. It calls for eight productions, according to Famous Players-Lasky officials.

### "MUCH OBLIGED, JAKIE."

Jake Berman, of the Regal Films, Limited, was out in western Ontario last week, and tells ye editor that he heard some complimentary remarks concerning The Digest from western Ontario exhibitors. "The exhibitors in that section of the country," said Mr. Berman, "have noticed the remarkable improvement in size and general make-up of the publication, and they have expressed themselves to me as feeling sure that The Digest will have a successful career." Thanks Jake.



# TORONTO AND ONTARIO TOPICS

## STEVENS IN WINNIPEG.

Charles Stevens, of the Superfeatures, Ltd., left a few days ago on a western trip that will take him as far west as Winnipeg.

## TWO BIG FILMS FOR GRAND.

"Civilization" goes into the Grand Opera House week of June 24th, and is to be followed later by "The Lone Wolf." Both of these productions are controlled by Superfeatures, Ltd.

## NEW OWNERSHIP.

The Reg Theatre, Queen Street west, near McCaul Street, is now under the ownership of Mr. James Hughes, Mr. Tohin having sold out a few days ago to this party.

## STEINWAY GRAND AT REGENT.

The addition of a new Steinway grand piano has been made to the Regent Theatre orchestra in Toronto. "The best is none too good for the Regent!" seems to be the motto of this theatre management.

## NOW A BIRD MAN.

Mr. N. W. Davidson, formerly of the Pathe office in Winnipeg, is now Cadet Davidson, and is attached to the 44th wing of the Royal Air Force at Camp Borden. He will be pleased to hear from any of his film friends by letter.

## SELLS TWO FILMS IN WEST.

Mr. George L. Perkins, who has recently returned from a trip to the coast, has sold his two films, "The Master Crook" and "A Modern Lorelei," to the First National Exhibitors' Exchange, Limited, in Vancouver, who will control the western rights to these productions.

## SYD. WAS BUSY.

Deputy Registrar Syd. Taube, of the Famous Players Film Service, Ltd., has been a very busy boy the past few days. Syd's appointment as a deputy registrar proved to be a great convenience for the many engaged in the film business in Toronto.

## SPECIAL FILM IS SHOWN.

In order to fully acquaint the public with the details surrounding Registration Day, a special moving picture has been made, which was shown this week in the downtown Toronto theatres. The film shows government officials registering, and also gives some facts concerning the plan, which will prove beneficial and interesting to the public.

## SECURED GOOD PUBLICITY.

In order to stimulate interest in the collections that are being taken in Toronto to aid the prisoners of war in Germany, the American propaganda picture "My Four Years in Germany," a coming attraction at the Regent Theatre, based on Ambassador James V. Gerard's book, was given a private screening at the Regent this week.

The management of the theatre permitted the use of the film by the Prisoners of War Society, which had a number of local clergy and others interested in the appeal as their guests. The screening was given in the morning, and did not interfere with the schedule of the theatre. The publicity derived from the Toronto newspapers was very gratifying, and well worth the trouble taken to "put across" the publicity and advertising stunt.

## Film Offerings in Toronto This Week

### GARDEN.

"Joan of Plattsburg," Mabel Normand; Regal.

"The Brass Check"; Bushman and Bayne; Metro.

"Blue Jeans"; Viola Dana; Metro.

### REGENT.

"The Venus Model"; Mabel Normand; Goldwyn.

### STRAND.

"Social Hypocrites"; May Allison.

"Believe Me, Xantippe"; Wallace Reid.

### YORK.

"The Shell Game"; Emmy Whelan.

"A Bit of Jade"; Mary Miles Minter.

"Rasputin, the Black Monk."

"The Fair Pretender"; Madge Kennedy.

"How Could You, Caroline," Bessie Love.

"Convict 998," Mrs. Vernon Castle.

### OAKWOOD.

"Let's Get a Divorce"; Billy Burke.

"M'liss," Mary Pickford.

### PARK.

"Rasputin, the Black Monk."

"The Tiger Man," Wm. S. Hart.

"Let's Get a Divorce," Billy Burke.

### MONARCH.

"The Modern Musketeer," Douglas Fairbanks.

"Stella Maris," Mary Pickford.

"Over There," Chas. Richman.

### GRAND OPERA HOUSE.

"Ramond," All-Star Cast.

### LOEW'S.

"De Luxe, Annie," Norma Talmadge.

### HIPPODROME.

"To-Day," Florence Reid.

## PERKINS BACK FROM WESTERN TRIP.

Mr. George F. Perkins, of the Perkins Electric Co., was in Toronto last week on his way back to Montreal after a trip that took him to the west coast of Canada. He visited Winnipeg, Regina, Saskatoon, Edmonton, Calgary and Vancouver, and found business conditions generally in excellent shape, with a decidedly good outlook for the fall. Mr. Perkins succeeded in securing some splendid business for his company on his western trip, having sold a large amount of theatrical supplies in the various cities visited. He succeeded in placing an Acme Gold Fibre Screen in the Daylight Theatre, Saskatoon, and in the Orpheum Theatre, For William, Ont.

## MEYER FISCHER IS MANAGER.

Mr. Meyer Fischer, who is well known in film circles in Ontario and Quebec has been appointed by Mr. Phil Kauffman as manager of the Select office in Toronto. Mr. Fischer was formerly with the Famous Players Film Service, Limited, in Montreal, and has the confidence of the many exhibitors with whom he has done business. Mr. S. Allen, a bright young man, has been chosen as booker for the Select office in Toronto.

## BUSINESS IS GOOD.

Since the Regal Films, Limited, took over the Garden Theatre on College Street, near Spadina Avenue, and rechristened it the New Garden, business has been steadily increasing. This is due to the fact that the theatre has been thoroughly overhauled, redecorated, and high-class pictures shown to the patrons. The prevailing prices are as follows: Evenings, balcony, 10 cents; orchestra, 15 cents; children, 10 cents. Saturday matinees: Adults, 10 cents; children, 5 cents. Mr. B. Harris is the manager in charge, and seems to be the right man in the right place.

## TOM BYERLE IS NOW A DADDY.

Tom Byerle, the popular film salesman for the Toronto office of the Specialty Film Import, Limited, is wearing a broader smile than usual these days, and it's all because of the glad tidings received a few days ago over the wires from far-off El Paso, Texas. The important telegram carried the announcement to Mr. Byerle that he is now the father of a big bouncing healthy ten-pound baby boy. Tom is these days receiving the congratulations of his many film friends over the addition to the Byerle family. He expects to leave shortly for Texas to take a good squint at the little mite of humanity, and see whether it resembles "popper" or "mommer."

# MONTREAL AND QUEBEC NOTES

**Montreal.**—A clever bit of advertising was put over last week by George Rotsky, of the New Grand Picture Theatre, here, in connection with the screening of Madge Evans, in "Wanted, a Mother." The film was advertised in the usual way in the Montreal press, but in addition an innocent-looking advertisement was inserted in the small want columns of the papers on Thursday morning and afternoon the day the picture was booked for release. This ran as follows:—

**WANTED**—A Mother for a nice little girl. Must have nice laugh, wear pretty dresses, love fairy tales, and chocolates. Salary no object. See Madge Evans at the New Grand Theatre next Thursday.

That it was widely read and created something of a sensation is shown by the fact that the theatre was the recipient of scores of letters asking when the little girl might be seen at the theatre. The paper's offices, too, were crowded with applicants, and the affair would have assumed something of the proportions of a nuisance, had not the ingenious George retired the advertisement from the papers. Even so, the applications continued to come in both to the papers and the theatre for the balance of the week, and the net result was that the film became the talk of the town, and George has done a roaring business. When patrons realized the little trick that had been played on them, some were sore, but the majority were content to laugh and to hand it to George for a smart and cleverly-developed idea.

More trouble for the unfortunate picture theatre manager! When the Federal Government issued their recent Order-in-Council forbidding imports in to the Dominion of commodities described as luxuries and non-essentials, they included in this description photographs, cuts and mats. Now it is obvious that no exhibitor can get anything like adequate publicity for his show without the ubiquitous cut to which the film fan is by now thoroughly well educated. Suddenly the order goes out that henceforth until the end of the war, Canadians must do without them. This is a matter which will be made the subject of a deputation to Ottawa, as I understand, in the immediate future. In the meantime there is a dire dearth of illustrations in the motion picture world to-day and a consequent heavy rush on old mats, cuts, etc.

H. Napier Moore, the energetic and popular press writer for Loew's theatre, is here collaborating with H. Brace West, a well-known London theatrical man, and composer in writing the book for a new musical comedy, of a novel type, which, it is understood, is to be produced in New York in the Fall.

Joe Tardiff, proprietor of the Auditorium, Shawinigan Falls, seems to like Montreal, as he has made two trips here in the last few weeks.

Donald McRae, owner of the Empire picture theatre, Quebec, has also been around the town for the past two weeks.

The Star picture theatre is closed for repairs, which will be very extensive and costly, owing to the fact that the block is to be cut into parts and one of them to be used for a department store.

The Liberty theatre has changed its name to the "Allies." The change seems to have benefited its business, for Manager Therrien now has the house open all week, where previously it was open on Saturdays and Sundays only.

Manager Sylvio, of the Ouimetoscope, is both an exhibitor and a dramatic lecturer. He does the latter stunt both at his own theatre and also at the Maisonneuve Theatre, which is miles away. He is covering the distance between by auto.

The Windsor is definitely closed, the sign having been taken down last week.

The Screen Club, 319 University St., is booming, and Johnny Smythe has a permanent smile on his face. Any one connected with the picture industry is sure of a warm welcome and a darn good time at Johnnys. If you doubt me, try it once.

## \*\*\*\*\* \* Film Offerings in Montreal \* \* This Week \* \*\*\*\*\*

### LOEWS.

"The House of Glass," with Clara Kimball Young.

### IMPERIAL.

All week, "The Last Raid of Zeppelin L-21," "The Biggest Show on Earth," with Enid Bennett; "Love's Conquest," with Lina Cavalieri.

### STRAND.

"The Million Dollar Dollie," with Dolly Sisters.

### HOLMAN.

"Lend Me Your Name," with Harold Lockwood; "Smashing Through," with Herbert Rawlinson.

### THE PRINCESS.

"My Four Years in Germany," all week.

### TIVOLI.

"Brave and Bold," with George Walsh; "Wanted, A Mother," with Madge Evans.

### NEW GRAND.

"For Sale," with Gladys Hulette.

T. S. Cooper, general manager of the General Film Company, went this week to Ottawa to see the Government representatives in connection with the "Last Raid of Zeppelin L-21." This picture is regarded as timely and patriotic by the Government, and they are probably going to use it extensively through Canada.

Mr. A. H. Fischer, formerly general sales manager of the Independent Film and Theatre Supply Co., has severed his connection with that concern and has left for New York, from whence he goes to Minneapolis to take charge of the Metro offices in that city.

Rumor has it round this city that 20 per cent. of the films imported from the States will have to be of a topical nature, according to a recent decision of the U. S. authorities. All films are now censored at the border line before coming into Canada, and it is here that the rumored decision will be enforced. We do not vouch for this rumor, but merely give it for what it may be worth.

All this week the Imperial has made a special feature of "The Last Raid of Zeppelin L-21." This great two-reeler, which is absolutely faithful to the facts of the destruction of one of the Kaiser's dirigibles, on a murder trip over London, has made a big sensation in Montreal.

Mr. Astphan, formerly proprietor of the Star Theatre, Notre Dame Street West, has opened the National Palace on Notre Dame Street, which has been renovated, and its name changed to Victoreoscope.

An interesting feature about the "House of Glass," the Select Picture released this week for Loew's, is the fact that the heroine's (Clara Kimball Young's) father takes a part in it. Her leading man, Nigel Barrie, has left the movies to do his bit in the Royal Flying Corps, he being English by birth.

J. T. Malone released a six-reel reissue last week of "Soldiers of Fortune," with Dustin Farnum, which was shown at the Connaught.

Tommy Conway has gone to New York to buy another picture, and hopes to have as good a buy as he had with "Enlighten Thy Daughter."

Mayor Bouchard, M.P.P., and owner of the Corona picture theatre, Ste. Hyacinthe, was in town last week looking over offerings for next Fall.

The Arcade, proprietor A. Desmar-teau, closed for the summer last week.

The National Palace opened last week after being closed about three months.



# STARS



of Surpassing Beauty in productions extraordinary make

## SELECT PICTURES

your safest box-office bet!

### CURRENT RELEASES

**Clara Kimball Young**

**"THE HOUSE OF GLASS"**

**Norma Talmadge**

**"DE LUXE ANNIE"**

### COMING RELEASES

**Constance Talmadge**

**"THE SHUTTLE"**

**Clara Kimball Young**

**"THE EASIEST WAY"**

**Select Pictures Corporation Limited**

HEAD OFFICE FOR CANADA

21 Dundas Street East,

-

-

Toronto, Ont.

MONTREAL OFFICE, - 198 ST. CATHERINE ST. WEST

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# **VERY SHORTLY**

**We Will Have Something  
Very Important To Tell You  
Mr. Exhibitor!**

## **WAIT—**

**Do Not Sign With Anyone  
Before You Read What We  
Have To Offer---**

---

---

**WATCH THIS PAPER FOR  
FUTURE ANNOUNCEMENT**

---

---

---

## **SPECIALTY FILM IMPORT Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



BRYANT WASHBURN - Pathe

## His First Impulse Was To Run!

He didn't dislike girls so much  
---but he was afraid of them!  
So when he met this wonder-  
ful girl at first he wanted to run  
away. Luckily for him he didn't.  
If you like a charming love story,  
much quiet humor and a star  
who is like no one else---

--- BOOK ---

## BRYANT WASHBURN

In His Latest PATHE Picture

# "KIDDER & KO"

*Coming Soon---*

## Ruth Roland

In a Sensational Western Serial

# "HANDS UP"

Watch For Release Date---

**Branches:**

ST. JOHN  
TORONTO

CALGARY  
MONTREAL

VANCOUVER  
WINNIPEG

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# REGAL

---

**Regal offers you for the  
fall of 1918**

**First---A new plan of dis-  
tribution**

**Second---A live and let-  
live policy**

**Third---Pictures and stars  
of known box-office  
value**

**Fourth---Satisfying ser-  
vice**

**Again we say---Wait for  
our announcement of  
Policy before you sign  
for any service for fall.**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# We Give You This

Great 24-Page Magazine because it is essential to every  
Exhibitor of

## Paramount and Artcraft Pictures

(Nationally Advertised)

It is a weekly publication of Service, one of the many valuable aids given free to Paramount and Artcraft Exhibitors.

Progress-Advance is not a sales organ, it *follows* the salesman, showing how to make more money with Paramount and Artcraft Pictures.

Though it is written solely for the Managers of Paramount and Artcraft Theatres, many exhibitors who do not show these pictures place a high value on Progress-Advance because it suggests new methods of showmanship; it keeps them in touch with the big fellows.

Progress-Advance is an expensive book. We are revising our mailing list, to include—with a few exceptions—only Paramount and Artcraft exhibitors. But we do not want to cut off *any* exhibitor who *needs* Progress-Advance.

If you are not a Paramount and Artcraft exhibitor, but want to remain on the mailing list—

Or if you are *not* getting this magazine each week—

**There's the Coupon. Where's your pencil? Act!**

**Famous Players Film Service,  
Limited**

TORONTO	MONTREAL	ST. JOHN
WINNIPEG	CALGARY	VANCOUVER

**TEAR IT OFF! MAIL IT NOW!**



To the  
Circulation  
Manager  
of Progress-Advance  
Allen Theatre Bldg.,  
Toronto, Ont.

I need it in my business

Name.....

Theatre.....

Address .....

City and Province.....

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# MUSIC AND ITS APPLICATION TO PICTURES

## Why Ban German Music?

### Interesting Letter on Subject Appears in Toronto Star

Apropos of the recent controversy in Toronto concerning German music, the following letter on this subject was published in the Toronto Star a few days ago, and will be read with great interest by readers of The Digest. The letter is as follows:—

#### WHY BAN GERMAN MUSIC?

That Wouldn't Help to Win the War.

To the Editor of The Star.

Sir,—I fully agree with the sentiments expressed in the letter signed "Righteous Judgment," appearing in your issue of the 3rd inst., regarding the complaint that German and Austrian music is being played by local orchestras. As your correspondent pointed out, the composers, whose works are being performed, have been dead and buried a century and have nothing in common with the spirit of modern Germany.

Did the party who objected to "alien music" go to the theatre to enjoy the music or to find fault? Evidently not the former, as good music would have appealed to him, whether composed by a German or by a Laplander.

Is Liszt's Rhapsodie less appealing in 1918 than in 1914? Is Beethoven's Minuet less beautiful now than before the war? We are practical people, and not given to critical outbursts in these critical times, hysteria which is so often indulged in in the name of patriotism. We are sending practical men with practical guns to give the Hun a practical thrashing, and we will accomplish more by these methods than banning the music of his dead composers. Rather let us punish the modern German and other alien enemies who are still moving rather too freely in Canada, and in some cases earning big money in mines and munition shops. I suppose our friend would say that because Greece was traitorous to the allies he would ban Greek art, alienate himself from Homer and Aristotle. We should also ban Russian music and dances because the Bolsheviks played into the enemy's hands. Also, let us on no account eat Hamburg steak or send our children to the "kindergarten."

How incongruous to read of a gentleman asking the manager of a local house to ban the works of alien composers, and then read in last Saturday's paper that at the service in St. Paul's Cathedral for our noble nurses who have given their all for their country, the Guards' band played the "Dead

March" from Saul, composed by an alien enemy.

There are times when we have no use for the person who indulges in such ridiculous puerilities and cloaks them with the name of patriotism. We are not in a position to ban any art, whether allied or enemy. Art is not national, but international.

L. S. B. EUCHER.



CARMEL MYERS  
BLUEBIRD STAR

#### NEW UNIVERSAL SERIAL.

Every day is circus day at Universal City now. A monster white top has been erected opposite the Universal Zoo. Scores of circus performers have been engaged. The hot dog and lemonade purveyors have been commandeered for atmosphere for Eddie Polo's new serial of the sawdust ring, "The Lure of the Circus."

It is being made under the direction of J. P. McGowan, of Helen Holmes railroad series fame. The story was written by William E. Wing, former advance agent for tented shows, veteran newspaper man, and well known scenario writer.

Molly Malone will be the feminine co-star with Polo.

#### FACTS ABOUT "BABY MARIE"

Baby Marie Osborne, the world's greatest child star, in the delightful Pathe feature, "Dolly Does Her Bit," was born in Denver, Colorado, about six years ago.

When she was three years old Pathe released a feature called "Little Mary Sunshine," in which the tiny star appeared on the screen for the first time. The use of the child as a star was an experiment. No one had tried the drawing power of a picture which, from start to finish, depended upon the chubby personality of a tiny child to put it over.

The result of "Little Mary Sunshine" made motion picture history. The picture cleared a fortune and "repeated" several times, in the majority of theatres showing it. The fame of the child star spread even to foreign countries. As a result of the tremendous vogue of "Baby" Marie she was featured in a number of other productions.

"Baby" Marie is unique. No other child with the physical and mental resources capable of sustaining a five-reel story like a veteran actor of the screen has been found. She never over-plays or underacts, but registers her part with the precision and lack of self-consciousness of a veteran actress.

"Baby" Marie owes her success not only to her wonderfully attractive baby face, in which all emotions from sorrow to anger are so remarkably mirrored, but to the really astonishing talent which she possesses.

She has beauty, sweetness, tractability, patience, rare intelligence, boundless energy, strength, courage, joy in her work, and more than all, initiative.

There is a refreshing wholesomeness that is characteristic of every one of the pictures in which "Baby" Marie appears. A simplicity that is charming, and an atmosphere of sunniness and joy that is delightful. Jaded theatre-goers are the first to respond to her winning personality which she imparts to every one of her screen productions.

"Baby" Marie's photoplay successes released by Pathe, include "Told at Twilight," "Sunshine and Shadows," "When Baby Forgot," "Captain Kid-do," "Tears and Smiles," "A Little Patriot," and "Daddy's Girl."



# Ideas and Suggestions

## A Self-Help Department For Canadian Exhibitors

*A little hint, sometimes, is a powerful stimulant to the imagination of the publicity man or the theatre manager. A train of thought is set in motion that will work to the decided advantage of the business of that particular house. These paragraphs are just little hints intended for that purpose—just snappy teasers to awaken associations of ideas. Use them.*

### INJECT PERSONALITY INTO YOUR THEATRE.

The most successful theatres in Canada are those theatres from which emanate that mysterious force "personality." As an example, the Regent Theatre, in Toronto, has developed this force to a remarkable degree. It is essential, of course, to advertise your attractions, but don't forget your theatre. That remains when the attraction has gone on. Most managers think that it is a case of advertising either one or the other. It is not. It is a case of advertising both. Attractions should receive the major portion of the advertising, but through the entire scheme should run an undercurrent promoting the house as an institution. Use your brains to develop the atmosphere or personality of your theatre. It pays big dividends.

### VALUE OF EXPLANATORY TITLES.

Explanatory titles in your advertising are a mighty help to put across the picture in your house. Try to tell in a short, snappy sentence below the name of the film offering just what the story is about. This will give your patrons an idea of what the story contains, and if you get a clever explanatory title, you will whet their curiosity to see the picture.

### HOUSE PROGRAMS.

An attractive house program is a splendid aid to you in your endeavors to get people to patronize your theatre. However, to accomplish the best results, it must be neat and well-printed, and not a sloppy piece of work from a sloppy printer. This sort of program fosters a bad impression, whether conscious or unconscious, in the minds of your patrons. A Canadian exhibitor who issues each week excellent printed matter is our old friend John Green, of Galt, Ont. Some of it is really beautiful, being printed in colors, and generally is very "flossy" stuff indeed, and a great credit to the Temple Theatre, in Galt. A good house program is a mighty good business-builder.

### WINDOW-DISPLAY ON NOVELS.

Very often you run a picture in your house, the story of which is founded on a well-known novel. For instance, Rex Beach is known everywhere in Canada as a novelist; his books have had a tremendous sale. Supposing you were running one of the pictures adapted from one of his novels. Some mighty good publicity and advertising could be secured for your theatre by co-operating with your local book store, and getting the proprietor to put in a special win-

dow display on the particular Rex Beach book, the picturization of which is coming to your theatre. Link up your theatre and dates with the window display. It's splendid publicity.

### USE CATCH-LINES.

Catch-lines differ much from explanatory titles, but can be used to splendid advantage in your advertising. Scatter these catch-lines in the "City Brevities" of your town newspaper. Make them unique and out-of-the-ordinary. They are great little stimulants of business.

## ADVERTISING

### A Powerful Force When Properly Harnessed to Your Business

Courage is as valuable to an advertiser as to a soldier.

Courage often means the difference between success and failure.

The greatest type of general first makes sure his campaign is laid right, and then carries it through to the end, courage high all the way.

Every exhibitor should have the courage to take a substantial percentage of his profits and spend it in advertising for more profits.

Some of the greatest successes in advertising spent 75 per cent. of their profits for several years to consolidate prosperity, even after being well established.

Over two million dollars are spent every day in the U. S. A. for advertising space.

And the amount of business that expenditure brings justifies it over and over again.

Courage brings home the bacon.

For the fact is that inefficient advertising is better than no advertising.

If I am running the Highlight Theatre, for example, and I take a good-sized space in my local newspaper and print:

"Hey, you people, some show this week at the Highlight!"

—and nothing else, it may not be by any means hundred per cent. efficient advertising, but it's a darned sight better than no advertising at all, and it would at least achieve the first requirement of all advertising, namely, stir up curiosity!

Though this, I insist, is only the first fundamental of advertising. When you have made a man curious you have merely put him in the right state of mind for your subsequent purpose.

You have persuaded him, and it is almost a miracle, to forget entirely for a few moments his own business in life whilst he takes an interest in yours.

If, then, after making him curious about your show, you follow it up with substantial, satisfying details, you will, if you do it right, gradually intensify that curiosity, and consolidate it into

a conviction that will cause him to walk in the direction of your theatre at the time you have advised him and cause him to spend good money (which he has earned by the sweat of his brow) upon your entertainment.—Progress-Advance.

### UNIVERSAL PREPARES SPECIAL ADVERTISING SERVICE.

Hereafter all Universal Special Features and Bluebird releases are to have special advertising prepared for them, according to announcement just made by President Carl Laemmle, of Universal. Several display advertisements, in one and two-column widths, will be designed for each picture, with space left for the insertion of the name of the theatre, prices and other matter desired by the local manager.

President Laemmle believes that this service will result in increased receipts in getting good advertising instead of mediocre. He also wants to cure the habit of a small minority of exhibitors in picking out the salacious in every picture for the publicity appeal. At first the service will be in mat form, but if the demand from smaller towns is sufficient an electro service will be added.

### TRULY A PICTURE WORTH WHILE

#### "Eyes of the World" Is Most Satisfactory Film Spectacle.

"The Eyes of the World," the big film spectacle from the famous book by Harold Bell Wright, was the attraction at the Grand Opera House, Toronto, the week of June 10th, and did consistent business throughout the week.

There is no question about "The Eyes of the World" as a film offering well worth while. It is a beautiful story, replete with dramatic interest from start to finish, and teaches a powerful moral lesson, as well as carrying a logical story that holds the attention of the spectators to a remarkable degree.

The scenic parts of the big ten-reel production are far above the average, and shows some of the beauty spots of southern California, where the film was made.

Some wise man said, "Pay attention to the details, and the big things will take care of themselves." This has been done in "The Eyes of the World," and the attention to the small details that go to make the picture true to life, is truly marvelous. Any critic who attempts to pick flaws in the correctness of the situations and settings will find himself baffled, because the producers of the picture have left nothing undone to make the film a marvel of the art of motion pictures.

For those who require action in their diet of motion pictures, the producers have given good measure. There are some truly remarkable scenes of horse riding, and the fight on the towering cliffs between the villain and the hero, makes the audience gasp for their breath, so realistic is it staged.

The Arrow Feature Syndicate, of which Mr. Charles H. Haystead, the veteran Canadian showman, is the general manager, control the Canadian rights of the film.—R. S. P.



# STORIES OF THE PLAYS AND PLAYERS

## HAROLD LLOYD CHARMS A WHOLE HAREM.

Those who believe they have seen cool, bespeckled young comedian Harold Lloyd in unusually funny films lately will do well to cast an eye on Pathe's new one, "Somewhere in Turkey," in which the functions Lloyd charms a whole harem.

"Somewhere in Turkey" is said by all who have seen the first private showings, to be the funniest of all the Lloyd series. The Rolin studio has apparently disregarded expenditures, for there are massive palace sets, a drove of camels, and scores of beautiful hours wearing gay and happy smiles (and a few yards of muslin), all of which cost a barrel of money. Snub Pollard and Bebe Daniels are, as usual, prominently cast.

## ALICE JOYCE AND HARRY MOREY IN A RACE.

Alice Joyce and Harry Morey, Vitagraph stars, seem to be vying with each other in the matter of production these days. Miss Joyce, working under the direction of Tom Terriss, recently completed "Find the Woman," an O. Henry five-reel feature, and immediately began work on "To the Highest Bidder," a play from the novel by Florence Morse Kingsley. On the same day Mr. Morey, working under direction of Paul Scardon, started on "Fiddler's Green," adapted from the Saturday Evening Post story of Donn Byrne.

They are both in the midst of their productions now, and each star is working overtime in the hope of finishing before the other. On his side, Harry Morey is backed up by Betty Blythe, his new leading woman, this being her third feature since she was added to the list of featured stars.

Meantime, the scenario department of Vitagraph is preparing new plays for the two companies. Miss Joyce probably will start next in "Brick Dust Row," another O. Henry story, which has many of its scenes at Coney Island, while "The Greed God," by Frederick Arnold Kummer, is waiting for Mr. Morey and Miss Blythe.

## "THE KAISER" IN WINNIPEG.

The Lyceum Theatre, Winnipeg, after carrying out an extensive advertising campaign on "The Kaiser, the Beast of Berlin," were very pleased with results. Each performance was well filled and line-ups waited to gain admission on several instances. This fact is particularly gratifying to the State Right Features, who are handling this production in Canada, due to the fact that during the entire week "The Kaiser" was competing with "Four Years in Germany," on which a strong advertising campaign had also been waged.

## MARY AT THE HOLMAN.

That Mary MacLaren is to continue the popularity she gained for herself in "Idle Wives," "Shoes," "Saving the Family Name," etc., is evidenced by the splendid houses which attended the showing of "The Model's Confession," featuring Mary MacLaren at the Holman Theatre, Montreal, Que.



## "CECILIA OF THE PINK ROSES."

Simple Homely Touches That Will Appeal in Marion Davies' Offering.

If there are any corners in your heart where sympathy has never reached, this picture will do it, especially when the mother puts her face close to that of her children and kisses them and begs them to be good after she is gone. It is full of such situations all the way through, and will surely appeal to the emotions of any human being.

The story tells of a poor Irish bricklayer who became wealthy from a brick invention, but too late for his wife to enjoy any of the luxuries, as she had passed away. Complying with her school to become educated, Cecilia becomes a fine girl. The boy, however, is snobbish, and was ashamed of his own father because he is illiterate. Later he takes to dissipating, and is caught in the meshes of a woman blackmailer and her man accomplice, but saved by the sweetheart of his sister. Eventually he is made to realize the folly of living such life, and reforms.

The picture is somewhat slow in places, and it would help if it could be reduced to five reels.

Miss Davies photographs well and gives a very good performance. She gets away with some fine emotional work.

The picture is clean and ought to please any audience.—Motion Picture News.

## BOY FILMS GRIP OLDER FANS.

Judge Brown Stories Hold Audiences of All Ages, Bookings Prove.

Judge Brown Stories continue to prove one hundred per cent. entertainment feature, basing the statement upon the invariable rule that when one of these stories is screened the entire series is booked by the exhibitor. "Bud's Recruit," the initial release, shows no signs of losing its early popularity as a patriotic story, while "I'm a Man," another more recent patriotic subject in the series, has more than duplicated the record, established by "Buds' Recruit." The other stories are boy adventures, rivalling those of "Tom Sawyer."

The Judge Brown Stories have seized audiences composed largely of the older classes of patrons. Numerous Canadian exhibitors have informed General Film that these stories are fascinating, as recalling childhood days.

## BILLIE RHODES A FLAPPER VAMP IN STRAND COMEDY.

Saucy Billie Rhodes gives the simple rustic maid some pointers on flirting in "Her Rustic Romeo," a Strand Comedy. The little flapper vamp is a past master in the art of ensnaring the gilded youth, so when she takes a hand in a bucolic romance and instructs the unsophisticated country maid in the wiles, what chance has the poor rube philanderer? It's marry the girl or come across with the heart-balm coin, and the rustic swain decides on orange-blossoms.

## "THE YELLOW TICKET."

"The Yellow Ticket," the vehicle in which Fannie Ward is seen to splendid advantage, is one of the best screen plays that Pathe has made in many moons. This play was a phenomenal success on the stage several seasons ago, and the photoplay version easily maintains the reputation of the play. Fannie Ward as Anne, gives a skilful and pleasing interpretation of the leading character. She is still as youthful looking as ever, although Fannie is no longer classed in the squab section by any means. She is ever the young woman, and seems to have discovered the fount of perennial youth. The scenario is compact, clear, and swift-moving. To those exhibitors in Canada who watch the trend of affairs in the picture world, it might be stated for their benefit that "The Yellow Ticket" found its way into the Rialto Theatre in New York due to its high dramatic value and its box office power combined. It may safely be billed as a special attraction by all wise exhibitors.

The title of the fifth Petrova picture has been changed to "The Tiger Woman."

# ADVANCE NOTICES FROM THE EXCHANGES

## "WHICH WOMAN?"

In "Which Woman?" the Bluebird release for week of June 10th, Priscilla Dean takes the role of Doris Standish, who is forced to marry an aged millionaire, Cyrus Hopkins, by her uncle Peter, and her mother, and is naturally very unhappy.

Mary Butler, an adventuress, suggested at a meeting of the gang of crooks to which she belongs, that they steal the jewels at Doris Standish's wedding, promising to pose as a maid in the Standish home and also furnish a man to drive the car for them. When Jimmy Nevins hears that the job is to be at the wedding of Cyrus Hopkins, he agrees to drive the car, though it is his first association with crime—Hopkins having ruined his father.

The night of the wedding, Jimmy, waiting in the car for Mary to come with the jewels, sees a figure with a suitcase rushing toward him, and hurries her into the car. In a lonely country road the car overturns, and during the events which follow Jimmy discovers that instead of aiding Mary he has kidnapped Doris Standish, who at the last moment decided she would not marry Cyrus Hopkins.

She insists she will not return, and asks Jimmy for protection. He takes her to the gang's dive, and goes for food. On returning he is intercepted by Mary and Morgan, who believe him to be a quitter. Doris is recognized by other members of the gang, but manages to slip away. Before she reaches home her uncle Peter and Cyrus Hopkins are summoned to the dive and told they must pay for information concerning the girl. They promise, and Peter is allowed to go, but Jimmy holds Cyrus to revenge his father's treatment. To their astonishment, Doris returns, and from under the bed pulls out the suitcase containing the jewels. She has managed in some way to exchange her and Doris they try to leave, but Mary is furious, and summons the rest of the crooks. The furious fight which follows is interrupted by the police, whom Doris had notified before she returned to the dive. All the crooks are arrested, while Jimmy and Doris realize that they are to be more than friends.

## WAR STIMULATES FEATURE.

**Submarines Continue Introduction of "The Last Raid of Zeppelin L-21" to Public.**

No direct stimulation of a motion picture film has been more marked than the German submarine raid on American coastwise shipping, and its accidental introduction of "The Last Raid of Zeppelin L-21" to the public as a timely war thrill subject. This two-reel feature, from the Interstate Film Company, just released through General Film Company, owes its importance to the picturing of an actual aerial raid

upon London, and the destruction of the Zeppelin L-21 after a series of outrages committed upon an English countryside.

As one evidence of the intense popular appeal of the feature, Montreal's office of General Film reports "The Last Raid of Zeppelin L-21" has been put in the Loew house for a solid week.



CLARA KIMBALL YOUNG  
"THE EASIEST WAY"  
SELZNICK PICTURES

## "KIDDER & KO" PATHE RELEASE.

In "Kidder & Ko" the five-reel Pathe Play released June 16th, Bryant Washburn has a part that is just suited to him, and which is not unlike the Skinner role with which he leaped to everlasting popularity with the fans. In this new comedy Washburn is the son of an amiable parent, who is head of a great dried fish concern in Kidderport, Maine.

"If there is anything I loathe," exclaims the hero, "it is canned cod—and women."

And thereby hangs the tale.

Pathe has given this feature a splendid mounting and a fine supporting company, and "Kidder & Ko" is expected to repeat the success made by earlier Washburn comedies.

"Kidder & Ko" was written by John W. Grey and M. Ramirez-Torres. The heroine is Gertrude Selby, who played the lead in "Twenty-One." Harry Dunkinson, who was the butler in this recent hit, is Silas Kidder in the new picture, which tells how his youthful offspring goes forth and returns a husband, and on the way to becoming a millionaire.

## "The Wheat and The Chaff"

You want to know what to avoid in pictures. The "Exhibitors Film Reports" will do it for you

## NEW WORLD PICTURE.

**"Neighbors" is Its Title, and Madge Evans and Johnny Hines Are the Stars.**

A new World-Picture is coming. The title of this picture is "Neighbors," and the stars in it are Madge Evans and Johnny Hines. Both of these popular stars are seen in particularly congenial roles in this production, and "Neighbors" is one of the most wholesomely pleasing and delightfully interesting photoplays that has been filmed in a long time.

"Neighbors" is the story of a small New England town and of two neighboring families.

## "UNCLE TOM'S CABIN."

No greater announcement has come from the Famous Players-Lasky Corporation regarding any of their future spectacular productions than that made last week, when it was announced that Marguerite Clark was at present working in the two leading roles of "Uncle Tom's Cabin," she playing both Little Eva and Topsy, supported by an all-star cast, with the scenes being filmed in the South on the precise spots where Harriet Beecher Stowe wrote about her immortal piece of American literature.

## HAYAKAWA SPECIALS COMING THROUGH MUTUAL.

Eight Sessue Hayakawa special productions, produced by Haworth Pictures Corporation, will be distributed through the exchanges of the Mutual Film Corporation.

The first of these pictures, now under the working title of "His American Birthright," has been completed and will shortly be ready for screening at the Mutual exchanges projection rooms.

The first picture will be released July 29th.

The eight productions will be released at intervals through a period of forty-eight weeks. They will be presented in five or six parts.

The negotiations for the distribution of the pictures have been conducted by Charles Greenberg, secretary of Hayworth Pictures Corporation and James M. Sheldon, president of the Mutual Film Corporation. Mr. Greenberg gives promise of a product of decidedly exceptional box office value.

Wild West riders, so necessary for western pictures, cost the photoplay producers just three times as much, a day, as they did two years ago. Once daredevils might be hired for \$10 a day, their mount included. But now they are scarce at \$30 a day. The war did it, for nearly all the range riders have joined the United States Cavalry units.



# PROJECTION DEPARTMENT

## Contest Arouses Intense Interest Among Operators

Better service in the way of cleaner films, intact titles and leaders, etc., has been secured and an intense interest among the country's motion picture operators has been aroused by the "Better Service" contest inaugurated by World-Pictures some time ago, and continued with ever-increasing success from month to month.

In this contest a close record is kept of the condition in which operators return World film to the World branches and to those operators whose record for the month shows the most care in

the handling of the film, a prize of valuable merchandise is awarded.

Although the contest involves a great amount of bookkeeping on the part of

the World branches, it is felt that the results attained far more than compensate for the time, trouble and expense involved. Not only has the contest had a splendid result in securing better service for World-Pictures theatres, but it has bettered film conditions generally. Operators everywhere, as a result of this contest are realizing how important they are to a theatre's success, and are taking increasing care and pride in the manner in which they handle the film coming to them from day to day.

Winners in the recent World-Pictures "Better Service" contest were: Mr. John J. Bowler, Opera House, Rockland, Mass.; Mr. J. S. Danie, 224 Berkshire St., Bridgeport, Conn.; Mr. W. C. Marcuson, Lyric Theatre, Raymond, Wash.

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173

Toronto,

Canada

## FOR SALE WANTED AT LIBERTY

WANTED—Experienced pianist, one who can play the pictures. Princess Theatre, Preston, Ont. 5t

WANTED—Young lady would like a position playing the piano in a moving picture house in Toronto three or four nights a week. Please mention your terms. Apply Pianist, care Moving Picture Digest, 326 Spadina Avenue, Toronto.

The Classified Advertisements in The Digest keep growing in number every issue. There's a reason. They bring results.

TO RENT OR FOR SALE—Star Theatre, Wyandotte St. East; occupation August 1; furnished, in first-class condition; good paying business. M. D. Armaly, 155 Wyandotte S. East, Windsor, Ontario. 4t

## "THE PLANTER," A KNOCKOUT, AT BUFFALO THEATRE.

"The Planter" was certainly a knockout," writes Samuel Carver, of the Family Theatre, Buffalo, to Mutual. "The crowd enjoyed it immensely. In fact it is one of the best productions I've seen, and my house took it with a vim. I played to a capacity house on it Sunday, and had the mob jammed down the aisles during the evening. I'm seriously considering re-booking it for a return trip."

Mr. Carver expresses the consensus of opinion of exhibitors who have shown "The Planter." Tyrone Power never did more forceful acting on the stage than he has done in this big exotic story of the Tropics, in which Herman Whitaker's novel has been perpetuated visually.

Bookings on "The Planter" grows apace, and repeat showings are the rule with exhibitors.

## SOME "REEL" SECRETS.

Mr. L. E. Ouimet, president and general manager of the Specialty Film Import, Limited, has just arrived from New York. He expects to announce shortly some good news to the Canadian exhibitors as to what the Pathe will do in the future.

Exhibitors should wait for this announcement before making arrangement for the service.

Mr. Ouimet promises to divulge some reels secrets—and this very soon.

## HOLDING SERIES OF DANCES.

The moving picture operators of Vancouver are holding a series of dances, which reflects credit upon the operators' organization. At the last dance there were in attendance over 100 couples. Vaudeville artists from two of the local theatres were also in attendance to furnish amusement. Special lighting effects were used by the operators for a number of the dances.

## HIDDEN FACTS AND SOME PERSIFLAGE CONCERNING EARLE MITCHELL.

Earle Mitchell, who recently sold World-Pictures, a five-reel scenario, entitled "Moral Dead Lines," has some ideas of his own as regards proper personal publicity, and respectfully submits the following

"I am the Earle Mitchell whose short stories and sketches occasionally appear in the magazines. I am the author of 'The Bookmaker's Shoes,' the \$1,000 prize sketch which Smart Set published a few years ago. I wrote 'The End of the Tour,' which was Lionel Barrymore's most successful picture. I am also drawing royalty on a few vaudeville sketches.

"But my greatest claim to distinction is the fact that I am the only living pseudo-scribbler who has never attempted to write a play for the legitimate stage.

## THE FORUM

This department is open for the correspondence of anyone without reserve.

Editor, The Digest.

I greatly admire your articles in The Digest in trying to arouse the exhibitors to organize. But it strikes me that it is useless to put the lock on the door after the horse has gone. I have always operated in the smaller towns, a large number of them. I was one of the first men in Toronto when the Exhibitors' Association in Toronto was formed. I was indeed greatly disappointed. Officers were elected, and the whole machine set in motion. Was there a single soul who could represent the small town exhibitor? No! In fact the small town exhibitor was never considered "eligible" in the show business at all. To-day we have the result.

The new war tax will close all the small town picture houses. Who is to blame? The Digest informs us with "Who was it that interviewed government officials, and succeeded in having part of the import tax on film passed on to the exhibitor? These same enterprising exchange representatives and their brilliant legal lights"—and it says further that the exhibitors representatives were very conspicuous by their absence.

I will go one further, and say that if they had been there, they could not represent the small exhibitors, as they do not know the conditions in a small town. To-day the exchange men, with "their brilliant legal lights," have put the small fellow out of business, by rushing as fast as trains would let them, to Ottawa. Let us hope that they will not be sorry.

JOHN BLOHM.

Bijou Theatre, Chesley, Ont.

George Kahn, chief assistant to Carl Laemmle, president of Universal, will not go to Universal City, as has been persistently reported in the trade for several weeks.



# Kitty Gordon Files Another Suit

**Actress Follows Action Against Brady and World  
With Request For \$11,250 Alleging Injuries**

Kitty Gordon has followed up her suit against Brady and the World Film Corporation for \$25,000 and an injunction because her name is not used conspicuously in advertising "Stolen Orders," with another action for \$11,250 damages because of injuries sustained when a bomb exploded prematurely while the film "The Beloved Adventress" was being made at Fort Lee, N.J., on May 7, 1917.

Miss Gordon says in her complaint that she took the character of a Red Cross nurse going out among the wounded on the battlefield. She alleged that the defendant, without her knowledge, for the purpose of giving the picture a touch of realism, strewed a number of bombs containing explosives at the place where she was stationed, which were connected by wires with an electrical apparatus.

Miss Gordon alleges that the location of the bombs was concealed from her

and says that without giving her an opportunity to seek a place of safety the defendant through negligence permitted one of the bombs to explode prematurely because of defective wiring, throwing her to the ground. In describing her injuries, Miss Gordon says she suffered severe burns on the left leg and arm, burns on the right side of her face, resulting in the loss of her eyelashes and eyebrows, shock, bruises, and contusions of the head and body, and shock to her nervous system as the result of which she still suffers from insomnia and headaches.

She alleges that her injuries are permanent, and that she suffered excruciating pain and mental and bodily anguish. She says she was confined to her bed for a week and was under medical treatment from May 7 to Aug. 18. She asks \$1,250 for loss of a week's salary, and \$10,000 damages additional.

## LOBBY DISPLAYS PAY.

**Archie Laurie Says More Attention is  
Being Paid to Them.**

Mr. Archie Laurie, advertising manager for the Midway Theatre, Montreal, and the lobby display expert of The Digest, whose interesting articles on correct lobby display work, has won him an enviable reputation throughout Canada, was in Toronto last week for a few days, conferring with the editor of The Digest regarding a series of forthcoming articles on lobby display work, which will be of great interest to all Canadian exhibitors.

"Exhibitors everywhere are coming to realize that lobby displays play an important factor in their success," said Mr. Laurie. "More and more attention is being paid to this branch of the exhibitors' business, because it has been demonstrated that correct lobby displays bring business to the box-office. I would be pleased to answer any individual enquiries from Canadian exhibitors concerning lobby displays, and give any suggestions that may prove beneficial to them."

## EXHIBITORS!

Would you like to consult individually with Mr. Archie Laurie, who is in charge of The Digest's Lobby Display Department? Would you like to ask him to solve any individual problem you may have, concerning your lobby? Then address him a letter in care of The Digest, and he will give you a personal answer, or answer you through the columns of The Digest. This service is gratis. Shoot in your enquiries!

## CANADIAN VETERANS SPONSOR SHOWING OF "DAMAGED GOODS."

Previous to the showing of "Damaged Goods" in the Roseland Theatre, Regina, Sask., during the week of June 3, a special screening of the picture was held in the theatre on the evening of May 29 before 125 members of the City Social Service Council, in order to secure the endorsement of that body, which was readily granted.

This subject has just been passed by the Saskatchewan Board of Censors, and the first run of the picture was given under the auspices of the Great War Veterans' Association. Hugh Dobson, secretary of the Regina Social Service Council, personally interested himself in the presentation of the picture and the scores of endorsements from various medical, military, and civil organizations in Canada were used to secure its presentation.

## BOARD OF THREE.

**Move to Take Pictures Out of Hands  
of Police Censor.**

Chicago.—Alderman J. J. Coughlin has had the corporation counsel draft an ordinance which will establish a special city department for censoring motion pictures and take the authority completely out of the hands of the police.

The ordinance calls for a board of three to be appointed by the Mayor for two-year terms. Each member to receive a salary of \$4,000 a year and furnish a bond. The board would have entire jurisdiction over motion pictures.

The bill will be introduced in the judiciary committee by Alderman Coughlin, a substitute for Alderman George M. Maypole's ordinance.

## ADVERTISING STUNT PAYS.

S. H. Hulsey, who holds the First National Exhibitor's Franchise in Texas, recently put over a good advertising stunt while showing "My Four Years in Germany." He held an essay contest in which over 2,000 school children participated. The subject was, "Why Are We At War With Germany?" Besides the two prizes, there were 900 honorable mentions who were given free tickets for the show. "My Four Years in Germany" broke all records of Hulsey's Hippodrome and incidentally secured 2,000 additional names for his permanent mailing list.

## Drastic Ruling By U.S. Officials

**All Film For Export Must Be  
Passed By U.S. Customs  
Department**

## EXCHANGES HAVE TROUBLES

**Photographs Are Also Held Up  
Pending an Adjustment**

The exchanges are certainly having their troubles these days. As the old saying goes, "If it's not one thing, it's another." This time the troubles and difficulties facing the Canadian exchanges hinge on the latest ruling made by the United States Treasury Department.

According to the latest official announcement by the United States Treasury Department, all moving picture films for export purposes into Canada must be officially passed by the United States Customs department. These officials are required to place their O.K. upon the film before it is shipped into Canada.

The latest American ruling on the export film question has already seriously hampered the various exchanges operating in this country, and it looks as if it would be some time before all the trouble is smoothed out.

Another bit of trouble for the exchange looms up in the restrictions placed on the importing of photographs into Canada from the United States. Exchanges operating in Canada are large importers of photographs. However, these photographs are used for advertising purposes, and although all exchange photographs are being held up, it is altogether likely that arrangements will be made shortly whereby this particular class of photographs will be passed through the Customs without any delay or trouble. It is understood that advertising photographs differ vastly from the ordinary photographs that have been barred by the Canadian government.

Truly the exchanges have many problems to meet and solve during these present times, of which the average exhibitor has no conception.

Discontent is the first step in the progress of a man or a nation.

## Releases in Toronto and Montreal for Week Ending June 22nd

### TORONTO RELEASES

#### FAMOUS—

"Selfish Yates," Wm. S. Hart, 5 reels.  
 "The Mating of Marcella," Dorothy Dalton, 5 reels.  
 "A Battle Royal," Sennett Comedy, 2 reels.

#### FOX—

"The Bride of Fear," Jewel Carmen, 5 reels.  
 "A Fisher-less Cartoon," Mutt and Jeff Comedy, 1 reel.  
 "Wild Women and Tame Lions," Sunshine Comedy, 2 reels.

#### GENERAL FILM—

"The Accusing Doe," Judge Brown Series, 2 reels.  
 "Buyers From Cactus City," O. Henry Series, 2 reels.  
 "His Fishy Footsteps," Finnan and Haddie Comedy, 1 reel.  
 "Slippery Slim and His Tombstone," Essanay Comedy, 1 reel.  
 "A Daughter of Uncle Sam," Serial, Episode No. 10, 1 reel.  
 "A Milkfed Hero," Ebony Comedy, 1 reel.  
 "The Spoiled Girl," James Montgomery Flagg Series, 1 reel.

#### METRO—

"Social Hypocrites," 5 reels.  
 "Under Influence," Strand Comedy, 1 reel.

#### MUTUAL—

"The Primitive Woman," Marguerite Fisher, 5 reels.  
 "Mary's Frame-up," Strand Comedy, 1 reel.  
 Screen Telegram, No. 27, 1 reel.  
 "The Lost Express," Serial, 2 reels.

#### REGAL—

"The Venus Model," Mabel Normand, Goldwyn Picture, 5 reels.  
 "Wanted—A Mother," Brady Picture, Madge Evans, 5 reels.  
 A Triangle Feature, 5 reels.

#### SPECIALTY FILM IMPORT—

"To-day," Florence Reed, 7 reels.  
 "Sic 'Em, Towser," Harold Lloyd Comedy, 1 reel.  
 Pathe News, two a week, 1 reel.  
 Pathe British Gazette, 1 reel.  
 British War Office Official News Weekly, 1 reel.  
 "The House of Hate," Serial, 2 reels.

#### UNIVERSAL—

L-KO Comedy (title not decided), 2 reels.  
 Animated Weekly, No. 29, 1 reel.  
 Screen Magazine, No. 76, 1 reel.  
 Current Events, No. 58, 1 reel.  
 "The Lion's Claw," Serial, 12th Episode, 2 reels.  
 "The Eagle," Monroe Salisbury, Bluebird, 5 reels.  
 "Smashing Through," Herbert Rawlinson Production, 5 reels.  
 "The Knockout," Lyons and Moran Star Comedy, 2 reels.  
 "Play Straight or Fight," Helen Gibson, Western Drama, 2 reels.

#### VITAGRAPH—

"The Girl in His House," Earl Williams, 5 reels.  
 "When Greek Meets Greek," Drew Comedy, 1 reel.  
 "Boodles and Bandits," Big V Comedy, 1 reel.  
 "The Woman in the Web," Serial, 2 reels.

### MONTREAL RELEASES

#### FAMOUS PLAYERS—

"Biggest Show on Earth," Enid Bennett, 5 reels.  
 "Love's Conquest," Lina Cavalieri, 5 reels.  
 "Moonshine," Arbuckle, 2 reels.

#### FOX FILM CO.—

Only film released held up by Censors.

#### GENERAL FILM CO.—

"Tucson Jennie's Heart," Wolfville Story, 2 reels.  
 "His Fatal Fate," Kalen Comedy.  
 "Good Sport," Girls You Know Series.  
 "Mercy, the Mummy Mumbled," Ebony Comedy.

#### INDEPENDENT FILM SUPPLY—

"The Golden God," Alma Hanlon, 5 reels.

#### MUTUAL—

"What the Wind Did," Strand Comedy, Billie Rhodes.  
 Screen Telegram, 27-T-1.

#### METRO—

"The Only Road," Viola Dana, 5 reels.  
 "Bright Lights Dimmed," Mr. and Mrs. Sydney Drew Comedy.  
 "My Four Years in Germany" (First National Exhibitors), 10 reels.

#### REGAL—

"Circus Romance" (World), 5 reels.  
 "Venus Model" (Goldwyn), Mabel Normand, 6 reels.  
 Triangle Comedy, 1 reel.

#### SPECIALTY FILM IMPORT—

"Kidder & Co," Bryant Washburn, 5 reels.  
 "House of Hate," Pearl White and Antonio Moreno, "Flashes in the Dark."  
 "Sic 'Em, Towser," Harold Lloyd Comedy, 1 reel.  
 Yosemite in Winter, Scenic, 1 reel.  
 History of the War, No. 12, 1 reel.  
 British War Office Official Views, 1 reel.  
 Pathe British Gazette, 1 reel.  
 Pathe News, 1 reel.

#### UNIVERSAL—

"Smashing Through," Herbert Rawlinson, 5 reels.  
 "The Eagle," Monroe Salisbury, 5 reels.  
 "Quick Triggers," Neil Heart, U. R. Dramas.  
 "Passing the Bomb," Eileen Sedgwick, Nestor Comedy.  
 L-KO Comedy.  
 "The Knock-Out," Lyons-Moran Comedy.  
 "The Lion's Claws," Episode No. 12.  
 Animated Weekly, No. 29.  
 Screen Magazine.

#### VITAGRAPH—

"Seal of Silence," Blue Ribbon Feature, Eddie Williams and Grace Desmond.  
 "Skids and Scallawags," Big V Comedy.  
 "Beautiful Thoughts," Mr. and Mrs. Sydney Drew Comedy.  
 "Woman in the Web," Episode No. 11, "The Desert's Grip."

## For All The Latest Film News Worth While---Read The Digest

CUT THIS COUPON OUT and MAIL it TODAY

*Enclosed please find \$1.00 for one year's subscription to the*  
**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....



# Fox Pictures

**WILL MAKE YOUR THEATRE  
A FULL THEATRE**

When business is apt to be dull is just the time to book nothing  
but the very best productions the market affords

The timeliest extraordinary production of all

## **"The Daughter of the Gods"**

Featuring **ANNETTE KELLERMANN**

Most remarkable water scenes ever filmed  
Greatest box-office attraction of all times

**"THE KAISER'S  
AGENTS EXPOSED"**

or **THE SPY**

Featuring

**DUSTIN FARNUM**

**"CHASING THE  
KAISER"**

or **ON TO BERLIN**

Featuring

**GEORGE WALSH**

Play these while the fever for this class of pictures is  
in the mind of the public

WRITE, WIRE, PHONE For Open Dates

**FOX FILM CORPORATION, Limited**

**TORONTO ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



THE THRILL SERIAL FOR PATRIOTIC AUDIENCES

# A DAUGHTER OF UNCLE SAM

with  
**Jane Vance**  
and  
**Wm Sorelle**

THE STORY OF ENEMY  
SPY PLOTS in the  
WAR at HOME

12 Episodes, one reel each

The Sensible  
Serial

JAXON FILM CORPORATION, New York

## GENERAL FILM COMPANY (Canada) Limited

MONTREAL

6 McGill College Ave.

TORONTO

172 King Street West

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

V. 4 no 13. 29, 1918.



13

**A**

dvertising is a mighty big factor with motion pictures--more so than with any other commodity.

Because more people pay for motion pictures more often than for any other single thing.

This advertising must be done to the public through the exhibitor.

And to the exhibitor through his trade paper.

The trade paper advertising should tell the exhibitor how to advertise to his public.

This isn't hand-out copy--nor easy money.

It is well planned, linked-up copy, valuable to the exhibitor and worth millions of dollars to this industry through an increased and well sustained picture public.

And this era in trade and public advertising is bound to come about.

*Wm. A. Johnston in Motion Picture News.*

**TORONTO**  
326 and 328  
Spadina Avenue

**PUBLISHED EVERY SATURDAY BY THE**  
**Canadian Moving Picture Digest**  
**PUBLISHING COMPANY**

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# **“Phoney Photos”**

Latest  
**L-KO COMEDY**  
Release

You get the famous L-Ko Beauty-squad—those snappy little fun-makers that delight the eye and keep up the “pep” from start to finish.

# **“Almost Welcome”**

Side-Splitting  
**LYONS & MORAN  
STAR COMEDY**

Fresh, Funny, Clean and absolutely up-to-date

# **Alice Howell**

**BROKE ALL RECORDS IN**

## **“IN DUTCH”**

Pure fun from start to finish  
A two-reel comedy that will “register”

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
HEAD OFFICES — TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers





Recognized by leading exhibitors as the Greatest Western Character Actor on the Screen.

See His Latest Release

# "THE EAGLE"

At Your Nearest

**Universal Exchange**

Quickly becoming The Idol of the Hour in Screenland.

# MONROE SALISBURY

## BLUEBIRD PHOTOPLAYS

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Give Your Patrons What They Want!



CHAS MURRAY



MACK SWAIN



FATTY ARBUCKLE



CHESTER CONKLIN



FORD STERLING



MABEL NORMAND

**29** One and Two-Reel **CHARLIE CHAPLIN** } Master Comedies

**25** Two Reel **MACK SENNETT** } Selected from the  
Keystone Comedies } Entire Output

These Are The Stars---

CHARLIE CHAPLIN

"FATTY" ARBUCKLE

MABEL NORMAND

CHESTER CONKLIN

FORD STERLING

MACK SWAIN

and others of the World's Greatest Comedians of the Screen

## BOX-OFFICE INDUCEMENTS—

Wonderful lobby display of new paper and photographs---New money-getting tiles---New prints from the ORIGINAL negatives, the Canadian rights to which we OWN and CONTROL.

They MADE These Stars Famous!  
They Will Make YOU Prosperous!!

WRITE, WIRE or PHONE now before your competitor beats you to it

## SUPERFEATURES, Limited

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Tell 'Em About It!

WHEN YOUR THEATRE SHOWS

## Paramount-Artcraft Pictures

Let Everybody in on the News

**C**ONSIDER the psychology of advertising. You read the national magazines, such as The Saturday Evening Post, don't you?

When you see a motion picture advertisement in a magazine, you instinctively think of Paramount and Artcraft Pictures, for they are the nationally advertised pictures.

Thousands of persons in your community read these advertisements. *Their* thought is "Where can I see these Paramount and Artcraft Pictures?"

The advertisements tell them what and why. You must tell them *where*.

The folks in your community, the Mayor, the school children, the fathers and the mothers, the girl who lives across the street from you, the farmer at the edge of town—they all want to see Paramount and Artcraft Pictures.

This advertising is yours if you make it so. Use the trademarks in your announcements. Display copies of the "ads" in your lobby. Announce "I show Paramount and Artcraft Pictures"

Make them think of *your* theatre when they read the national advertising



CANADIAN DISTRIBUTORS  
Famous Players Film Service,  
Limited

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER



Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 4, No. 13

SATURDAY, JUNE 29th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
General Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**  
**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

**CORRESPONDENTS**  
**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal  
**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

### What The Future Holds

**T**HE coming years will see some great changes for the better in this old picture game of ours. The future will certainly see closer harmony between exhibitor and exchange.

The proper exploitation of pictures will come into its own. That happy day is already well under way. The exchange that is going to continue in business and grow in power and usefulness to the exhibitor is the exchange that will give more than a mere bundle of reels to an exhibitor.

The exchange of the future will be the exchange that will help the exhibitor give a correct and proper exploitation of the picture in the exhibitor's theatre.

The Motion Picture News, in discussing this subject, said recently:

"The exchange marks the straight avenue from the producer—to the exhibitor—to the public. The exchange can keep this avenue clear, or block it like a blind barrier.

"In this respect we hear much praise for some exchanges, and much censure for others.

"It is idle for the producer to promote showmanship, to make and advertise selling aids for the exhibitor, if the exchange will not lend its full facilities and intelligence to the movement.

"The exchanges can block the movement if they will; and many are doing just that thing to-day."

This American trade paper further declares that the exchange whose whole effort is to sell the exhibitor—and nothing more—is rapidly headed for the discard heap.

Not only will this particular brand of exchange be dumped into deep oblivion, but so will the whole tribe of film salesmen whose ability is but one jump ahead of a pushcart peddler, and whose ethics rival those of a second-story man.

These be strong words, Hortense, but the truth is very unpleasant at times.

However, the exchange that employs real salesmen and not "gyp" artists, and gives the exhibitor his bundle of reels plus genuine service, will have no fear of skidding down into oblivion.



# Million Dollar Merger of Western Canada Theatres

**New Amalgamation to be Known  
as United Theatres Ltd.**

One of the largest deals in Canadian theatrical circles was recently completed when an agreement was entered into whereby the Western Theatre Company, Limited, amalgamated their interests under a new million dollar corporation to be known as the United Theatres, Limited.

The combination was not brought about through the desire of any of the parties in the deal to dominate the situation in north-western Canada. All agreed that conditions existing throughout the territory made it absolutely necessary for the big exhibitors to pool their interests in order to secure the best possible attractions for their various theatres.

The officers of the new company are: J. R. Muir, president; M. J. Barr, vice-president; J. A. Schuberg, secretary-treasurer, and W. P. Dewees, general manager.

Mr. Muir is one of the pioneer moving-picture exhibitors of Vancouver, having started when the business was in its infancy, and through successful management has succeeded in advancing his interests to such an extent that at the time of this amalgamation he was

in control of the Dominion Theatre of Vancouver, the Dominion of Victoria, and the Dominion of Nanaimo.

Mr. Barr has not been actively engaged in the moving-picture business, but is one of Vancouver's successful business men, a member of the firm of Barr & Anderson, wholesale plumbers.

Mr. Schuberg is one of the best known exhibitors in Western Canada, having in the city of Winnipeg alone theatrical holdings which would aggregate well on to half a million dollars, besides being heavily interested in the Western theatre enterprises of Vancouver. Taking into consideration the fact that these interests are practically allied at the present time, the new company has an additional strength when it comes to buying power that it is believed will be impossible for any other concern in Western Canada to equal.

Mr. Dewees, the general manager, upon whom falls the responsibility of securing attractions for the various theatres, is one of the best posted film men in the Dominion, and his connections in the film centres assures this new company of the hearty support of all the film concerns both in Canada and the United States. This combination will in no way affect the present arrangement under which the various theatres are working with First National Exhibitors Circuit, Limited, of Canada.

## Real Stars Are Few in Number

**Tendency is to Increase Importance of Director Says  
Laemmle**

A prominent producer and manufacturer stated that in his opinion there were but a half dozen stars in the picture field that were worthy of the title and that all the others did not amount to a row of pins. He stated that so far as he was concerned the picture productions that he would make in the future would have the director and story as their foremost considerations.

There is no better indication of the trend of events in the producing field to-day than the news that the Universal has signed Colin Campbell to produce its forthcoming production, "The Yellow Dog," and without a star. This coupled with the fact that the Universal has broken away from the "Brand" idea and organized its companies in producing units is another indication that the day is not far off when the director will be the top notcher in the profession and better pictures will be the ultimate result.

Carl Laemmle, president of Universal, has issued a statement in which he expresses his belief that the day of the program is past and also that of the high-salaried star. The statement says in part:

"Never before has the moving picture industry witnessed so amazing a change as has taken place during the last few weeks. Where the program and the high-salaried star apparently had things all their own way two or three months ago, to-day finds the big special production riding high in favor of both the exhibitor and his patrons.

"This has resulted in serious injury to exhibitors who are tied up solidly with a program, or who have been depending upon the popularity of a few stars.

"The coming fall season will see the market flooded with special productions. Practically every film producing organization is now at work on one or more. There is every possibility that the over-production of specials will force down the rental prices.

### PRESIDENT WILSON'S VIEW OF THE MOTION PICTURE INDUSTRY.

"It is in my mind not only to bring the motion picture industry into its fullest and most efficient contact with the nation's needs, but to give some measure of official recognition to an increasingly important factor in the development of our national life. The film has come to rank as a very high medium for the dissemination of public intelligence, and since it speaks a universal language, it lends itself importantly to the presentation of America's plans and purposes."

Success will go a block out of the way to dodge a lazy man.

## New Draft Order Seen As Aid to Border Theatres

Restricting of the travel between cities and towns of the United States and Canada of men subject to the draft will help the motion picture theatres of border communities, owners of these playhouses believe. A recent order of the Federal Government makes it necessary for men subject to the draft to secure consent from their exemption boards before crossing the border. Because of the difficulty in securing these permits travel between the two countries has been lessened.

Men of draft age who formerly spent their afternoons and evenings at Canadian resorts just across the border will now have to find entertainment on the American side and as a result proprietors of motion picture houses look for increased business. Buffalo, N.Y., is one city where the new order is expected to be particularly helpful to theatre owners.

### TOURING IN U.S.A.

Sergeant H. L. Nichol, Canadian Infantry, Sec. Bat., First Overseas Contingent, which sailed for Europe in 1914 is now touring the Minneapolis territory lecturing on the war under the management of H. R. Brandt, of Minneapolis. He is wearing the Canadian uniform by the permission of his government. Sergeant Nichol has two medals for bravery under fire and was wounded three times during the three years service with the Canadian army; at Ypres, Festubert and Givenchy. At the first named place his entire unit was nearly annihilated. In addition to these three named places, the sergeant fought at the battles of Fleur Beau, Bois Grenier, La Basse, Ploughsteert, Wuelvergum, Messines and Woevre Chapelle. He was discharged on May 28 for physical disability and since that time has been active in British mission work.

### AGITATION IN CALGARY.

An agitation has been raised by the colored people of Calgary, Alberta, against the showing of "The Birth of a Nation." Although the Griffith feature has been presented in Calgary on previous occasions, the local colored interests have raised an objection against a return engagement. This is the first time that they have said anything publicly about the picture.

A committee consisting of H. M. Hughes, H. H. Webster and C. M. Watts waited upon the Mayor and Commissioners of Calgary to point out their objection, but they were referred to Commissioner Douglas, of Edmonton, the capital of the province, who has charge of the provincial censorship. The latter passed the picture some time ago. No action is promised.

When you sacrifice the name of your theatre, you admit that the thing you sacrifice it to is better than the reputation that you have built up for your house.

# Exhibitors' Film Reports

**A Department to Help Canadian Exhibitors Get a True Angle on Current Pictures**

## EXHIBITORS' FILM REPORTS.

*This is a department for you, Mr. Canadian Exhibitor. You are stamped each week with bundles of "press bunk" concerning features, "super-features" and "master super-features." What you want, however, are the true facts about a picture—what your brother-exhibitor really did with it in his theatre. This information is worth dollars and cents to you.*

*Every exhibitor who sends in his weekly film reports is helping himself as well as the "other fellows." He will tell his fellow-exhibitor the truth concerning the pictures he ran, and they, in turn, will give him the information so vital to his success.*

*If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.*

*Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.*

## EXHIBITORS' OWN REPORT.

*If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.*

*Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.*

Title . . . . .

Stars . . . . .

Released by . . . . .

Number of reels . . . . .

Remarks . . . . .

Title . . . . .

Stars . . . . .

Released by . . . . .

Number of reels . . . . .

Remarks . . . . .

this city in the summer time. John Green, Temple Theatre, Galt, Ont.

**"TWENTY THOUSAND LEAGUES UNDER THE SEA";** (Universal Film Co.); all-star cast; eight reels. A decided novelty, drew fair business. John Green, Temple Theatre, Galt, Ont.

**"JOAN OF PLATTSBURG";** (Regal); Mabel Normand; five reels. This film offering is timely and patriotic, and good comedy-drama, fair business with it. Garden Theatre, Toronto, Ont.

**"BLUE JEANS";** Viola Dana (Metro); seven reels. Good melo-drama, good business with it. Garden Theatre, Toronto, Ont.

**"THE HOUSE OF GLASS; (Select);** five reels. Fair business, seemed to please my patrons. Mr. Brady, Madison Theatre, Toronto.

**"THE FAIR PRETENDER";** (Goldwyn picture); Madge Kennedy; (Regal). Did fair business with this feature, weather conditions were against it. Mr. Brady, Madison Theatre, Toronto.

**"THE YELLOW TICKET";** Fannie Ward; (Pathe); five reels. An excellent story, good drawing power, film in excellent condition, splendid advertising matter accompanies picture. Mr. Odium, Grand Opera House, St. Catharines, Ont.

**"BAREE, SON OF KAZAN";** Nell Shipman; (Vitagraph); five reels. Excellent story, action great, business only fair on account of weather, good advertising matter, daylight savings hurts business. Mr. Odium, Grand Opera House, St. Catharines, Ont.

**"THE SUPERMAN";** Maciste; (Regal). Action is great, story only fair, drawing power not good with us, billing matter good, no music cue sheet. Mr. Odium, Grand Opera House, St. Catharines, Ont.

**"OVER THE TOP";** Sergeant Guy Empey; (Vitagraph); eight reels. An excellent picture, best war story we have seen, weather hurt drawing power, ample advertising, orchestrations is obtainable, daylight savings cannot be beaten by extra advertising. Mr. Odium, Grand Opera House, St. Catharines, Ont.

**"THE RANGE BOSS";** Jack Gardner; (General Film Co.); five reels. This is a clean-cut western picture, and I secured good business with it. Mr. D. Ferguson, Dorothy Theatre, Toronto, Ont.

**"BOOTS AND SADDLES";** all-star cast; (Superfeatures, Ltd.); five reels. A splendid production, weather was against me doing good business with it. Mr. D. Ferguson, Dorothy Theatre, Toronto, Ont.

**"THE PILLORY";** (Pathe); five reels. This was a splendid production, any exhibitor can play it feeling sure that he is giving his patrons something out of the ordinary in a five-reel production. Mr. D. Ferguson, Dorothy Theatre, Toronto, Ont.

**"UNDER SUSPICION";** (Metro); five reels; Bushman and Bayne. This production was very good, and I did fair business with it. A Bartello, Willowvale Theatre, Toronto, Ont.

**"TARZAN OF THE APES";** (Metro); eight reels. Ran it a full week in a city of 12,000 population. Most remarkable production. Business on "Tarzan" was big for a week's run in

Not content with saving cigarettes for the soldiers, Baby Marie Osborne has blossomed forth as financier. Daily she requires the members of her company to "chip" in a penny, the money to be used to buy thrift stamps. These thrift stamps will be given to the Belgian babies' fund.

## Exhibitors' Film Reports

**"FLAME OF THE YUKON";** (Triangle); seven reels. Very good production; did good business with it; people liked it. A Bartello, Willowvale Theatre, Toronto, Ont.



# TORONTO AND ONTARIO TOPICS

## BIG BUSINESS AT MADISON.

The latter part of the week saw big business at the Madison Theatre, Toronto. Last Saturday night there was a stream of people, two and three deep, the length of over half a city block. A policeman was on hand to keep the crowd from obstructing traffic. The Madison is well situated, being on Bloor Street West, near the intersection of Bathurst Street.

## PLENTY OF BOOKINGS.

Chaplin's latest comedy, "A Dog's Life," is finding great favor with Toronto exhibitors. It was shown at the Crescent Theatre, Dundas Street and Gilmour Avenue, all last week to good business.

## "RAMONA" AT THE GRAND.

"Ramona" was the attraction at the Grand Opera House, Toronto, last week, and this production, which is one owned by the Arrow Features Syndicate, proved a very pleasing film offering.

## "LEST WE FORGET" GOES BIG EVERYWHERE.

The great film spectacle, "Lest We Forget," which had its premier performance at the Regent Theatre, Toronto, some weeks ago, has been receiving a large number of bookings in Ontario, as well as in the city of Toronto. The film is being shown this week at the National Theatre, Toronto.

## POPULAR SINGER REMAINS.

Mr. John T. Fiddes, who for the past two weeks has been an added attraction on the program of the Strand Theatre, Toronto, has been engaged for another fortnight. Mr. Fiddes' vocal work has evidently pleased both the management and the patrons of the Strand.

## RALPH CONNOR'S STORY.

At Loew's Theatre this week was seen a screen version of Ralph Connor's story, "The Doctor." It was a Fox production, and was called "The Heart of a Lion," and the leading character was that sterling star, William Farnum. The production was a very creditable one.

## McKENNY IN THE SOO.

Mr. J. R. McKenny, the hustling film salesman for the Canadian Universal Film Co., Limited, was in Sault Ste. Marie and other northern Ontario towns a short time ago. He succeeded in getting some splendid bookings for "The Boy Scouts to the Rescue," as well as other Universal features.

## ENRIGHT AT THOROLD.

Mr. F. J. Enright, former manager of the Hippodrome, St. Catharines, Ont., is now manager of Griffin's Opera House, Thorold, Ont.

## RAISES OBJECTION.

Objection was raised at the meeting of the Anglican Synod in Toronto a few days ago to the depiction of Christ in moving pictures under any circumstances. "When you get humanity acting Divinity, you get profanity," declared Rev. R. S. Mason, in reply to a question raised when moving pictures would supersede lantern slides. He pointed out that moving pictures require a certain amount of gesticulation and facial expression, and it was felt that any actor characterizing the Savior might not convey the spirit of Christ. He admitted, however, that moving pictures would be excellent for the describing of missionary work done in foreign lands.

\*\*\*\*\*  
\*  
\*  
\*  
\*  
\*  
\*  
\*  
\*  
\*  
\*\*\*\*\*

## Film Offerings in Toronto This Week

### RIALTO.

"Within the Law," Alice Joyce, released by Vitagraph.

### MADISON.

"The Cross Bearer," Montagu Love, released by Regal. "Barce, Son of Kazan," Nell Shipman, released by Vitagraph.

### PARK.

"Carmen of the Klondike," Clara Williams, released by Famous. "M'Lies," Mary Pickford, released by Famous.

### DORIC.

"Mr. Fix It," Douglas Fairbanks, released by Famous. "Thrills of Destiny," Petrova, released by Metro. "The Fair Pretender," Madge Kennedy, released by Regal.

### HIPPODROME.

"With Hoops of Steel," Henry B. Walthall, released by Regal.

### REGENT.

"My Four Years in Germany," released by Metro.

### LOEW'S.

"The Heart of a Lion," William Farnum, released by Fox.

### STRAND.

"With Neatness and Dispatch," Bushman, released by Metro. "The Spurs of Sybil," Alice Brady, released by Regal.

### GRAND OPERA HOUSE.

"Civilization," released by Super-features, Limited.

## DISPOSES OF IDLE HOUR THEATRE.

William Dineen of the Strand Theatre, Toronto, has disposed of his interest in the Idle Hour, a small house at Queen Street East and Parliament Street, Toronto. He had the theatre for three months, and in that time made many changes in it.

## ACTRESS LOSES SUIT.

Judge Denton of Toronto has dismissed a suit brought by Sadie Weston Ryan, a "movie actress," against Dr. Farley, N. J. Willis, George White, G. W. Brownbridge, Jeremiah Shea, Alice Roberts, J. Feigham, Wm. Cranston, and Rex Father Connelly, directors of the Canadian National Features, Limited, now wound up, and against which she obtained a judgment for \$375 due as wages.

## CO-OPERATED WITH ATHLETIC CLUB.

Manager Jack Dunlop, of the Peter Pan Theatre, Toronto, boosted his standing in the community by renting his theatre to the Beaches Lacrosse Club recently for a "theatre night." Dunlop supplied the regular film service and the usual attendants, while the club sold the tickets, and also provided special amateur talent. The club also printed a program, which was widely circulated in the Beach district.

## NEW POLICY AT RIALTO.

Manager Stuart of the Rialto Theatre, launched a new policy starting with the week of June 3, when he arranged for special noon-hour shows lasting exactly one hour each. These were presented between 12 and 1 p.m. and from 1 p.m. to 2 p.m. Chaplin's "A Dog's Life" and other short subjects were presented during the week. The special shows were called "Business Men's Lunch-hour Performances."

Manager Stuart has also decided to operate his theatre from 9.30 a.m. to 11 p.m. daily. This is the second downtown theatre in Toronto to open in the mornings. Stuart has also fallen in line with special performances for children, the first of which was given on Saturday morning, June 8th, for a 10-cent admission.

## NO OPERATOR—NO PERFORMANCE

A peculiar condition at the Crystal Theatre, Bracebridge, has developed, which has closed the theatre for the past five weeks, according to information received by The Digest. The house had to shut up shop because it was unable to secure a competent operator. The "man in the booth" is certainly an essential part of the film business, and if there was ever an operators' strike it would certainly tie things up tight for a time.

# MONTREAL AND QUEBEC NOTES

A delegation of the Canadian Motion Picture Association in Montreal met the Exchange Men's Association recently in reference to what actually constitutes a reel of film, having regard to the 15-cent tax on each reel. The outcome of the meeting was that the Exchange men advised that a letter be written to Ottawa for information on this point. This has been done and the Exhibitors are now awaiting a reply.

The Specialty Film Import, Limited, have been appointed official photographers to the Canadian Government. They are now engaged in making a series of pictures for the government depicting the life of a recruit from the "raw rookie" stage to the finished military product. To do this a tour of all the military camps will be necessary, and in this connection W. A. Tremayne, a well known local theatrical impresario, is writing a patriotic scenario covering the whole of the ground and showing a logical sequence of events in the life of a recruit. The work is being done under the immediate supervision of the Director of Public Information at Ottawa.

Sherbrooke, Que.—That Sunday closing picture houses in this province is not quite settled once for all in favor of the Lord's Day Alliance people is evidenced by the fact that Mr. Bayeur, proprietor of the Casino and Premier in this city, is still keeping his houses open to the public every Sunday. He has been twice fined, but is going ahead with undiminished ardor.

Last Saturday was get-away day for the registration of man power in Canada and the movie houses in Montreal were not unhelpful in the matter. The Imperial and the Strand both had employees sworn in as assistant deputy registrars and did much registering among patrons. The Imperial went one better by giving away cases for registration certificates to patrons registering in the theatre. As these cases are selling in the city at a quarter and fifteen cents each, this represents some outlay on the part of the house.

Owing to the increase in the cost of material, the Radio Mat-Slide Co., of New York, have notified dealers that the price of radio slides will be increased in proportion from last week. Exhibitors in need of these slides had better get them quickly before the price to the picture houses is increased to follow suit.

Gaspé Harbor, Que.—Mr. Beattie, proprietor of the Empress Theatre here, has closed down his theatre temporarily.

Montreal.—Pathe's aided in registration by having Arthur Laurent sworn in as assistant deputy registrar on the last day and plastering the windows and doors of their offices on Bleury

Street with registration notices. Arthur had an easy time just at first, it being a wet day, but towards the end he got as much as he had any use for. If you want to get his goat now, ask him how he likes government work.

In collecting the tax of 15 cents for every motion picture reel exhibited in Montreal, the Inland Revenue Department office here is expected to collect more than \$30,000. In this city and the vicinity there are over sixty-four moving picture theatres at present in operation. There are others, closed at present, but which will in some cases open their doors again when the hot season ends. At first there was a little difficulty with proprietors—or some of them—who did not understand the tax and its incidence, but as soon as the matter was fully explained to these persons, they submitted. The exchange companies supply statements of the number of reels used and these statements are checked by the Inland Revenue Department, together with information coming from other sources. The usual number is five reels to a picture. If this picture is shown daily for three days, that would be counted in the Inland Revenue statistics and would be charged accordingly. In seven days it would become 35 reels, and with other pictures this new source of revenue brings in about \$600 a week.

What amounts to an innovation for Montreal and perhaps too for Canada is the film that is being screened for the Firemen's Benefit Association of this city and will be shown soon at the Francois Theatre. The scenario has been written and the photoplay directed by Armand Robi, and the cameraman is Bert Mason, associated with the Specialty Film Import, Limited. Montreal actors and actresses from the French theatres, the National Francois and the Canadien Francois, have been engaged

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

## LOEW'S.

"Old Wives for New," Cecil B. de Mille Artercraft Production, all week.

## IMPERIAL.

"Mile-a-Minute Kendall," with Jack Pickford, and "Prunella," with Marguerite Clark.

## STRAND.

"Over the Top," with Guy Empey.

## NEW GRAND.

"Pigdin Island," with Harold Lockwood and May Allison.

## THE HOLMAN.

"Smashing Through," with Herbert Rawlinson.

## TIVOLI.

"Peg of the Pirates," with Peggy Hyland.

to take the roles, and Montreal firemen also take parts, either in groups or individually. Scenes have been "shot" at Lafontaine Park, Longue Pointe, Dominion Park and other places in the neighborhood of the city. The title of the film is "The Scorching Flame," and sub-titles are in French and English, the latter being the translation of Albert H. Beaulne, who is secretary of the Canadian Motion Picture Association here. The photoplay has a strongly comic element and is certain of a very popular reception.

A Montreal Evelyn Thaw has come to light and wants her life history on the screen. This woman has been travelling around the exchanges here exhibiting a book purporting to be a story of her career from the age of 14 to date. She claims that since Evelyn Thaw netted \$15,000 from a screen version of her, she too can show as interesting a picture. Exchange men of this city have been wishing her on to one another, and soon she will have made the tour of the whole exchange world of Montreal. She says that she does not need the money, but is ready to endow a Home here for reclaimed convicts.

Exchange men and others are up in arms in this city over the recent ukase that no photos will be admitted after this week into Canada from the States on the ground that they come under the head of "non-essential" imports. Representations are in process of being made, it is understood, at Ottawa looking to the rescinding of the order or at least its suspension so far as movie and theatrical managers are concerned.

The Midway Theatre proprietors, Harry Pulos, George Gladianos and Theo Amanakos, were before the courts here last week on two charges of admitting under fifteen years of age to their house. They were fined on the first charge \$50 each of two defendants and \$100 each on the second to each of three.

The Circle on the Main Street reopened last Saturday, as did also the Rialto.

## HARRY HAS ASSISTANT.

Harry Pomeroy, manager of the Holman Theatre, Montreal, which was recently acquired by the Canadian Universal interests, has secured the services of Sam Goldman as assistant manager. A further advance has been made by this theatre in the presentation of vocal and dancing acts in addition to pictures. Recent features at the Holman have been "20,000 Leagues Under the Sea," and "For the Freedom of the World," both of which were first runs in Montreal.

# **SELECT PICTURES SECURE PROFITS**

*Canadian exhibitors have been quick to realize the great money-making possibilities of the Select Program.*

*Each production is a sure-fire box-office success!*

In the short time that we have been established in our own offices, we are more than pleased with the volume of business secured. We can only attribute the success we are meeting with to two reasons---

1. That Exhibitors in Canada have been quick to appreciate that in booking the Select Star Service Programme, they are buying pictures that will insure packed houses.
2. The confidence that Exhibitors in Canada have in us; they know our slogan of "service to the utmost" will be carried out to the letter.

## **Select Pictures Corporation Limited**

**HEAD OFFICE FOR CANADA**

**21 Dundas Street East, - - - Toronto, Ont.**

**MONTREAL OFFICE, - 198 ST. CATHERINE ST. WEST**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# Baby Marie Osborne

In her wonderful throbbing drama

## "The Voice of Destiny"

### The Big Scene

They are holding the baby's father suspected of crime. He is innocent, but the evidence seems to prove his guilt. The grim detective confronts the child and demands the truth. She turns her tear-stained face toward her daddy, knowing that upon her words depends everything--what does she do?--This is the tense, thrilling moment in---



## "The Voice of Destiny"

Ask our nearest branch for dates---  
It means money to you, Mr. Exhibitor---

---

Do not book with a serial before you find when our new one  
will be released

## RUTH ROLAND

in

## "HANDS UP"

---

## SPECIALTY FILM IMPORT Limited

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

**SPECIAL—**

Wonderful receptions given the

**FAMOUS FRENCH FIGHTERS**

**“THE BLUE DEVILS”**

UPON THEIR ARRIVAL IN CANADA

BOOK AT ONCE—This picture will fill your theatre

---

**WAIT—**

**DO NOT SIGN**

**—WAIT**

We have something important  
to tell you, Mr. Exhibitor and  
real soon---It will mean much  
for your fall bookings---Wait  
for our announcement.

---

**Branches:**

**ST. JOHN  
TORONTO**

**CALGARY  
MONTREAL**

**VANCOUVER  
WINNIPEG**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# REGAL

---

## TO THE EXHIBITORS OF CANADA

**Regal will announce the  
Policy and Scope of its  
Amazing Selling Plan in  
this Publication 2 weeks  
hence---wait!!**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



## "Cheerful Plays Only" ---Lasky

### Famous Players-Lasky Official Says War Has Changed Public's Taste

In the opinion of Jesse L. Lasky, vice-president in charge of production of the Famous Players-Lasky Corporation, the present is no time for the morbid, tragic or depressing element in screen entertainment. The war has brought about a revulsion of public feeling in this respect, and Mr. Lasky's corporation purposes to give it the fullest recognition. Nor are religious subjects, fairy tales, allegories, or costume plays longer desired or accepted, according to the following statement made by Mr. Lasky:

"The present world-conditions have, it is scarcely necessary to observe, resulted in a pronounced revulsion of feeling and a decided alteration of the public thought, which in turn have had a marked influence upon the character of amusements provided for public entertainment and edification to-day.

"America is finally involved to virtually the fullest extent in the World War and each day brings closer to the people of this country the actual meaning of the struggle for democracy.

"At such a time it is obvious that the duty of those engaged in manufacturing motion pictures or producing stage plays is to inculcate the spirit of cheerfulness, striving invariably to lift the thought of the people above their troubles, or by the tone of the entertainment offered, to relieve their minds, if only temporarily, from the tragedy now at our very doors.

"At all times the Famous Players-Lasky Corporation has been actuated by a desire to give the public and the exhibitors the kind of pictures they demanded and has welcomed advice, suggestions and even censure, if merited, from film showmen or the patrons of the photoplay. And in this connection I wish personally to say that such comment and suggestion that has come to me has been a source of real satisfaction and has been thoroughly appreciated.

"From the exhibitors and the public, then, we have received assurance over and over again that cheerful pictures are what are needed and must be produced. The morbid, tragic or depressing element in screen entertainment must be eliminated. This is more than a mere matter of good business sense; it is a National duty. Wars are as much the concern of the people at home as of the men in the trenches and without the spirit of optimism, cheerfulness and confidence at home no battle is likely to be won. It is psychology simply.

"In addition, we have become convinced that photoplays dealing with religious subjects, fairy tales, allegories, costume plays and the like are neither desired nor accepted to-day by exhibitors or public. This conviction is the result of a thorough canvass of the situation, a campaign of excessive character in which showmen in all parts of the country have been interrogated as to their experience with motion pic-

tures. The consensus of opinion has been decidedly against pictures of the character named.

"Therefore, in pursuance of the foregoing, I desire to say emphatically that the Famous Players-Lasky Corporation will hereafter eliminate from its production all photodramatic offerings of a morbid, depressing or tragic character, as well as those concerned with religious problems, fairy tales, costume plays, allegories, etc.

"Wholesome dramas, uplifting in character, clean comedies, comedy-dramas and plays dealing with the more cheerful aspects of life will be exclusively chosen for production."

### HAWKINS GOES WEST.

#### First Hayakawa Film to Be Released in September.

Francis J. Hawkins, of Haworth Pictures Corporation, has left for the coast, stopping at Chicago for a few days. Mr. Hawkins stated that it has been decided to postpone the first Hayakawa release for about six weeks, bringing the initial production in the early part of September. This change in program is due to the belief that it is inadvisable to launch a new product in July.

Sam E. Rork, New York representative of the Haworth Corporation, will occupy offices with the Mutual in this city.

Fox exchange managers, before leaving New York at the close of their convention, presented Mr. Fox with a resolution of esteem.

The following is taken from a recent issue of The Motion Picture News:—

### EXCHANGES, AWAKE!

#### Small Town Exhibitors Discarding "Green Horn" Togs and Perking Up.

Exchangemen in general recently received a harpoon jab from Exhibitor John C. Green, of Canada. All is not green that answers to that name.

And right behind it came an avalanche of "bravos" and "you said its."

And last week Motion Picture News received the following: "I wish to compliment especially the article in March 25 issue by John C. Green. It certainly hits the nail on the head. It is high time exchanges awakened to the fact that all small town managers are not 'green horns.' The sooner they do the quicker they will get whole-hearted support and co-operation from the small-townners, and there are many of them, too."

This letter was also from an exhibitor.

## Association Will Now Get Real Busy

### Thomas Scott Has Been Appointed Secretary of Exhibitors' Organization

Announcement has been made that Thomas Scott, who has been identified for some time with the printing of all the Government admission tickets for the picture theatres, has just been appointed manager and secretary of the Ontario Exhibitors' Association.

It is understood that an aggressive campaign for the welding together of the Ontario Moving Picture Exhibitors into a strong and powerful body, will be commenced at once. Plans are being laid and their culmination will be watched with a great deal of interest by all in the trade in Canada.

### CHINATOWN MISSION PERMITS WORLD-PICTURES TO FILM ITS HOME.

The first views in a motion picture feature of the famous Chinatown Mission, located in the old Chinese Theatre at No. 10 Mott Street, will appear in the new World-Picture "Hitting the Trail," which is now in process of filming under the direction of Dell Henderson, with Carlyle Blackwell and Evelyn Greeley as the stars.

Several of the important scenes in the picture occur in this mission, and when the mission authorities were informed of the nature of the picture, they gladly permitted the use of the mission for the taking of these scenes. Not only did the mission authorities do this, but they co-operated in every possible way to enable World-Pictures to secure views that will stand as the most unique Chinatown pictures ever filmed.

The Chinese mission is one of the most remarkable places in New York City. It is located in the heart of Chinatown, and outsiders are seldom permitted in the mission because of the fact that it is always "doing business." It was a remarkable concession when World-Pictures were permitted to come in and make every required use of the home.

"Hitting the Trail" promises to be one of the real sensations of the season in motion pictures.

### GOOD SMALL ORCHESTRA.

The day of the one-piece orchestra in moving picture theatres in Winnipeg is rapidly passing. An instance of the passing of the "piano thumper" is noticed in the Park Theatre in Winnipeg, a pretty little house. At this theatre there is a good three-piece orchestra. The director is Mr. E. P. Salvage, who was the organist of St. Luke's Episcopal Church for five years. The music is of a high standard.

George Chesebro, the handsome hero in Pathe-Astra's new serial "Hands Up," has been in the movies just ten years.

## FOR SALE WANTED AT LIBERTY

**AT LIBERTY**—Experienced violinist in moving picture work. Apply Studio 8 Heintzman Bldg., or phone Hillcrest 3690, Toronto. 3t

**EXPERIENCED LADY PIANIST**, A. F. of M., G. S. M., London, England. Desires re-engagement in good moving picture theatre; Alberta preferred; can thoroughly cue the pictures. Address X. Y. Z., care Mrs. J. Moorey, Ewelina, via Macleod, Alta.

**FOR SALE**—Moving picture business, well located and equipped; seating capacity around 300; showing good returns; price \$1,650. Apply Box 101, The Digest, 326 Spadina Avenue, Toronto.

**FOR SALE**—One Powers Six machine, almost new; one standard motor drive, d.e.; one Edison exhibition model, all complete with lenses and rheostat, and two d.c. picture plants, consisting of dynamos and engines. All the above equipment is in excellent condition and will be sold at a bargain. Apply to C. A. Nelson, Star Theatre, Hartland, B.C. 3t

**FOR IMMEDIATE SALE**—Fully Equipped Vaudeville and Picture Theatre; Good Patronage at Military Camp. Owner has other interests. Will sell at reasonable price. Address box N. Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto, Ont. 2

**TO RENT OR FOR SALE**—Star Theatre, Wyandotte St. East; occupation August 1; furnished, in first-class condition; good paying business. M. D. Armaly, 155 Wyandotte St. East, Windsor, Ontario. 4t

**WANTED**—Experienced pianist, one who can play the pictures. Princess Theatre, Preston, Ont. 5t

**WANTED**—Moving picture business in Toronto; state equipment, capacity, location and price, and length of lease in first letter. Box 100, Canadian Moving Picture Digest.

**WANTED**—At once, good operator. Apply Box 127, Moving Picture Digest.

**WANTED**—Young lady would like a position playing the piano in a moving picture house in Toronto three or four nights a week. Please mention your terms. Apply Pianist, care Moving Picture Digest, 326 Spadina Avenue, Toronto.

**WANTED**—Motion Picture Theatre anywhere in Canada. In answering give full particulars as to town or city, and house. Address T. H. Williams, 8 Woodill Street, Halifax, N.S.

**WANTED**—Exhibitors, film exchange men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.

### Additional Toronto and Ontario Topics

#### CHANGE IN GRAVENHURST.

Mr. Cuff has taken over the Lyceum theatre in Gravenhurst, Ontario, from Mr. Purdy, who is retiring on account of ill health.

#### VISITS NIAGARA FALLS.

Exhibitor Burnside, of the Empire Theatre, Collingwood, was a member of the delegation from the northern town who visited Niagara Falls to attend a recent Hydro convention. Mr. Burnside reports that the water flows over the falls "as per usual." The party touched at Toronto in their automobiles on their way home.

#### BACK IN MEAFORD.

Mr. J. A. Morrison, proprietor of the Morrison Theatre in Meaford, Ont., has returned to that town after an absence in the American west. He was away for some time, and during absence managed a house in one of the live western American towns. Mr. Morrison will now take over the Morrison Theatre and run it himself.

#### SAYS BUSINESS IS FAIR.

Mr. Jack Nelson, the sales representative of the Specialty Film Import, Limited, Toronto office, was in Huntsville, Gravenhurst, Orillia, and Collingwood last week, and reports business in these Ontario towns as fairly good for this season of the year.

#### GOING TO EL PASO, TEXAS.

Tom Byerle, of the Toronto branch of the Specialty Film Import, Ltd., left early this week for Montreal. Later in the week he started for El Paso, Texas, and it is expected that he will return to Toronto with Mrs. Byerle and Mr. Byerle, Jr., the new arrival in the Byerle family.

#### WONDERFUL BUSINESS.

The great propaganda film, "My Four Years in Germany," which is playing this week at the Regent Theatre, Toronto, got away to a wonderful start at the Monday matinee. Business increased day by day during the week, and it was undoubtedly one of the most successful pictures ever shown in Toronto.

#### —AND GASOLINE SO HIGH, TOO!

R. E. Elliott, assistant manager of the Regal office in Toronto; Mr. Otter Elliott, inspector of theatres for the province, and Mr. Milford Elliott, the operator at the censor board, left the first of the week for a ten days' automobile trip that will take them through western Ontario as far as Detroit, Mich.

#### JUNE DAYS ARE WEDDING DAYS.

The wedding took place in Brantford, Ont., of Miss Harriet Winegarden to Mr. E. W. Greff, of that city, on Saturday, June 29th. The bride was formerly private secretary to Mr. Soskin, of the Famous Players Film Service, Ltd., and was an efficient and valued employee of that film exchange for many months. She was made the recipient of a handsome wedding gift by her former business associates, and was showered with congratulations and good wishes. The young couple will make their home in Toronto.

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay you to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

**WID'S FILMS & FILM FOLK, Inc.**

71 West 44th St., New York City

Please send me **WID'S DAILY**—1 Year at \$10.00  
6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!



# Exhibitors!---Will You Register Your Theatre?

## Here's the Most Important Announcement The Digest Has Ever Addressed to the Canadian Exhibitor— Read it and Then ACT

The Digest believes that the time is at hand for a complete and thorough registration of the moving picture theatres now operating in the Dominion of Canada. Therefore, with this issue, The Digest launches a campaign, with the object of making a complete tabulation of the present-day situation in this country.

The purpose of this registration is to have this valuable information on file at the editorial offices of The Digest, to be at the disposal of the moving picture exhibitors of Canada, if at any time they wish to make use of it to present their case to the Government.

At the present time the records relative to this situation are very incomplete. In the Province of Ontario, for instance, the bulk of this information concerning the theatres is the hands of the Government officials. These officials do not feel loath to hand out this information. Therefore it has been decided that the only manner in which the correct data can be obtained is to appeal directly to the Canadian exhibitors themselves for it.

Every thinking exhibitor will at once realize the great advantage to be derived from having a correct and complete registration of the Canadian theatres. With this information on tap, they have a powerful weapon at hand to combat any legislation that may be contemplated.

If the time ever comes when the exhibitor body will have to put up a fight for their just rights, it is absolutely imperative they know what they are talking about, and be prepared to face Government officials with facts and figures about the exhibitor end of the film business in this country. Knowledge is power.

The Digest is glad of the opportunity to be of real service to the exhibitor body in this country. We will collect and tabulate this information for you, and when it is complete, we will subdivide the records as to provinces and turn these valuable records over to the exhibitors' representatives of each of the provinces.

Exhibitors—are you with us? We are putting this proposition up to you! The success or failure of this registration scheme rests squarely on your shoulders. If the plan proves a success, it will forcibly demonstrate that the Canadian exhibitors are alert to its vast possibilities—that they are anxious to guard their business from unjust taxation and legislation. On the other hand, if the registration fails—if the response is weak and half-hearted, it points to but one conclusion.

The Digest will do everything in its power to get this information for the exhibitor body of Canada. It will throw open its pages for the purpose

of collecting the data. The full facilities of this publication will be placed in motion. However, we here in Toronto cannot accomplish much unless you are with us. We cannot do the impossible. We cannot compel an exhibitor to send in the information. We cannot tell you that unless you register you will be unable to "do this or do that."

However, we can tell you that if this scheme for a complete registration fails, that the Canadian exhibitors have lost a grand opportunity to secure vital data concerning their business and welfare in this country.

We have drawn up a blank, and have tried to simplify it as much as possible,

so that the filling out of this blank will not consume much of your time. It's squarely up to you. Will you fill out the blank and mail it to The Digest in Toronto?

We will tell you through the columns of The Digest from week to week how the registration is progressing.

Expert calculations just perfected by the Pathe organization place the motion picture industry as the fifth in importance in the United States. More than 500,000 people are engaged in making, exhibiting and transporting the movies which mean so much in keeping up the morale not only of the boys in the trenches, but the folks at home.

### REGISTRATION COUPON

*Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?*

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .



# STORIES OF THE PLAYS AND PLAYERS

## "HANDS UP!" ANNOUNCED AS NEXT PATHE SERIAL, FOLLOWING "HOUSE OF HATE."

A despatch from the New York headquarters of Pathe this week carries the interesting news that the next serial "released" through this worldwide motion picture distributing organization, will be "Hands Up!" produced by the Astra Film Corporation, from the story by Gilson Willets, and the scenario by Jack Cunningham, starring Ruth Roland, with George Chesebro as the hero. "Hands Up!" is a western story, dealing with a field of motion picture material not yet touched for the screen—the traditions and legends of the Inca Indians, with a modern story of romance and adventure. In addition to Miss Roland and Mr. Chesebro in the two leading roles, the cast further includes Easter Walters, George Gebhart, and William A. Carroll, the picture being under the direction of James Hall, who produced "The Bull's Eye."

It is expected that "Hands Up!" will prove the most elaborately produced Western serial yet seen, and it will be further characterized by a story of real literary value, scenarios by a man who has been identified with many screen successes, and the actual production advice and co-operation of such men as Louis J. Gasnier, President of Astra and George Fitzmaurice, supervising director of the Pathe Astra West Coast Studios.

Ruth Roland, the star of "Hands Up!" won the hearts of screen enthusiasts by her work in "Who Pays?" "The Red Circle," and "The Neglected Wife," also in several five-reel features released by Pathe. The star of "Hands Up!" whose return to the screen is marked by this big serial, has been on the stage 13 years, and yet she is only 22. She made her debut as a child.

### "THE EAGLE."

Monroe Salisbury has won a distinct place for himself among the movie fans of Canada, and the exhibitors who have already played previous releases in which he is starred, will vouch for his popularity among their patrons.

Few actors ever attain the height Monroe Salisbury has as a strong character actor, and leading exhibitors in the country claim there is not another Western actor with the powerful facial expression this man is capable of. Every feature is that of the strong-willed man, and his face can be changed instantly from the hardened Westerner to the sympathetic and emotional young man.

Those viewing the screening of Monroe Salisbury's latest production, "The Eagle," in the screening room of the Canadian Universal Film Company were unanimous in their opinion as to its drawing power and quality.

## HOW A BIG POLITICAL CONVENTION WORKS.

It is Graphically Told in "The Heart of a Girl," the New World Picture.

The manner in which a big political machine goes about its work of nominating a party candidate for governor—the manner in which the opposition tries at the last minute to defeat the most popular candidate, and the manner in



J. WARREN KERRIGAN

### PARALTA PLAYS—REGAL

which an enterprising young lady, who is in love with the most popular candidate, defeats this project, is graphically told in the new World Picture, "The Heart of a Girl." Barbara Castleton and Irving Cummings are the stars of this striking attraction. "The Heart of a Girl" is clean, wholesome, pleasing and exceedingly interesting from the first reel to the last.

### "SNAP JUDGMENT" BRINGS SAME PEOPLE BACK.

"Snap Judgment," starring William Russell, and "A Game of Wits," one of Gail Kane's Mutual productions, went big on the Heatherly Amusement Circuit in Alberta, Canada.

J. G. Heatherly, manager of the circuit, writing to Mutual, says "Snap Judgment" was the first picture he has run in "many moons that would bring the same people back on second day's showing," and that "A Game of Wits," played to capacity business. We must have this picture for a return engagement."

The best compensation for doing things is the ability to do more.—

## HOMEWARD BOUND.

Select Star Returns East After Successful Period of Picture Making at Los Angeles.

After a successful period of picture making in California, Constance Talmadge has turned her face to the east and hit the homeward trail. Select's young star is expected in New York within a few days.

When Constance Talmadge went west last November she had made three of the productions in her star series of Select Pictures, in which she is presented by Lewis J. Selznick, and only the first of these, "Scandal," had been shown throughout the country. Miss Talmadge returns, however, after having completed her entire series of pictures, eight in all, seven out of the eight having already been shown on the screens of the country. The pictures which Miss Talmadge has made in the west include "The Shuttle," "Up The Road With Sallie" and "Good Night Paul," her newest Select Picture. "A Pair of Silk Stockings," which will be her next production, has also been completed.

In the less than a year period in which she has been before the public, Constance Talmadge has attained a firm place as a screen star. She has carved for herself a niche in the front rank of the country's favorites, and has found and occupied a field of her own. Constance Talmadge's true metier is comedy-drama—and comedy-drama such as is seen in Miss Talmadge's Select productions has been hitherto unknown on the screen. This is a type of photoplay in which dramatic situations are frequent, but which is nevertheless larded with humor from end to end.

### AVENUE JAM FILMED.

Forthcoming O. Henry Picture Made Amid New York's Street Traffic.

Fifth Avenue is to serve as the exterior location for another O. Henry story, "Mammon and the Archer," which is to be released shortly by General Film Company. Agnes Ayres and Edward Earle, stars in numerous other O. Henry stories, are the featured players in this story which is just being completed by Director Kenneth Webb. This is an engaging comedy-drama in which the daughter of a millionaire soap manufacturer is wooed and won in a traffic blockade at Thirty-fourth Street and Fifth Avenue. The photoplay has been filmed upon the exact locations described in the O. Henry story, four days being spent in "shooting" a suitable blockade at this busy street intersection. Success was finally obtained through the indulgence of traffic officers. "Mammon and the Archer" is expected to be one of the most interesting of the series, as it presents the two stars in sympathetic heart interest roles for which they have shown themselves particularly fitted.

# ADVANCE NOTICES FROM THE EXCHANGES

## SELECT GOING STRONG.

The interest aroused in Select Pictures by the Canadian exhibitors has been very gratifying to Mr. Phil Kaufman and his associates in the Select Pictures Corporation, Ltd. The current releases are: "The House of Glass," featuring that prime Canadian favorite, Clara Kimball Young, and "De Luxe Annie," with Norman Talmadge, who is also a great box-office attraction.

Coming releases will be "The Shuttle," with Constance Talmadge, and "The Easiest Way," with Clara Kimball Young. Both these attractions are said to be far above the average, and their release will be watched with interest by Canadian exhibitors.

Plans are under way that will place the Select program in Canada to the fore. This company already has four powerful drawing stars, and more to come.

## BOOKINGS FLOOD GENERAL.

Demand for "The Last Raid of Zeppelin L-21" Reported Exceptional.

Due to the activity of German submarines in American home waters, "The Raid of Zeppelin L-21" continues to register in General Film Company reports as the most timely and popular short length special war feature. The flood of bookings which have been pouring in upon the thirty exchanges of the company in the United States and Canada shows no signs of abating, says an official of General, but rather is increasing steadily. The demands have been so heavy that additional prints are considered necessary.

"The Last Raid of Zeppelin L-21" has been booked solidly six weeks in advance in nearly every General Film exchange, the initial release having happened just when the submarine sensation broke. Naturally the darkening of New York City against possible air raids, like that shown in this feature, hugely stimulated the interest in the picturization by Interstate Film Company of a dramatic air raid on London. All exhibitors are making great advertising capital out of the New York air defence situation, especially exhibitors. For example, the feature has been booked for a solid week showings by the Rialto Theatre of San Francisco and the Criterion Theatre of Baltimore.

Charlie Chaplin has started his second picture under his First National contract.

## "THE CITY OF TEARS."

Bluebird Photoplays announce Carmel Myers in "The City of Tears" for week of June 24th.

Carmel Myers, with her black eyes and shining black hair, is particularly suitable for the role of an Italian girl,

which she has played in several previous Bluebirds, and she is again an Italian chorus girl of the Italian Opera Company in her latest release, "The City of Tears."

When she lost the money she had carefully saved up for her summer vacation she was desperate, but the proposal of Billy Leeds, a young artist to take care of her, drove her in terror from him. Billy had just had a quarrel with Marie, his sweetheart, and was



MAE  
MURRAY

## A BLUEBIRD STAR

desperate also, which was the reason for his hurried proposal.

However, Rosa, Carmel Myers, brings the two sweethearts together and incidentally her own happiness. "The City of Tears" ends with a climax that brings out the sun after a dark day, and moving picture fans will come away after seeing this picture with a smile of satisfaction.

## SPLENDID RE ISSUES

Superfeatures Ltd. has secured the Canadian rights to the re-issues of the pick of the best screen comedies of Charles Chaplin and Mack Sennett and are now offering them to the Canadian exhibitors. There are 29 one and two-reel Chaplin comedies, picked from his best work, and 25 two-reel Mack Sennett comedies, selected from the entire output. Listed in the stars are such famous screen comedians as "Fatty" Arbuckle, Mabel Normand, Chester Conklin, Ford Sterling, Mack Swain, besides, of course Charlie Chaplin. Superfeatures Ltd. have a splendid line of new paper and other accessories that should attract the wise exhibitor. The titles are said to be new, and the prints are also new, and made from the original negatives. Superfeatures Ltd. are urging the exhibitors to act quick and book these comedies.

Ancient history is good reading, but poor advice.

## CAMPAIGN IS LAID OUT.

Vitagraph Expects Busy Fall and Summer.

Walter W. Irwin, general manager of the Vitagraph distributing organization, called a special conference last week of the company's sales chiefs to discuss plans for the summer and fall work of the organizations. The conference was attended by A. W. Goff, assistant general manager; E. Auger, eastern division manager; H. D. Naugle, western division manager, and J. Lawton Kendrick, sales promotion manager.

A number of important questions arising from conditions now affecting the whole industry were discussed, but the chief business of the conference, which was held at the home office of the distributing organization, 1600 Broadway, New York, had to do with the completion of plans for a big campaign on "A Fight for Millions," the forthcoming Vitagraph serial featuring William Duncan, the distributing of "Over the Top," and other important plans of the company.

The division managers, who came to New York after tours which embraced the United States and Canada, reported conditions generally in the exhibition business better than they have been at this time of year for years past and were optimistic for one of the biggest summers in the history of the industry. Fewer houses will be closed during the summer, they believe, than has been the case in past year.

Mr. Irwin received reports that "Over the Top," which, with few exceptions, has been shown only in big cities of the country thus far, is exceeding expectations of exhibitors wherever it is shown, and that every print in every branch of Vitagraph is booked up for weeks in advance.

## WORLD PICTURES TO RELEASE "EIGHT BELLS."

Byrne Brothers' "Eight Bells," the best-known comedy to the stage, not even excepting Hanlon's "Superba," "The Devil's Auction," or "Voyage and Suisse," has been picturized in five reels, and will be distributed by World Pictures. The comedy when presented on the stage toured the United States for 15 years, and during which time it was seen by millions, and became a household word wherever clean comedy and a hurricane of laughs were appreciated. John Byrne, the eldest of the famous Byrnes, directed the filming of this picture. He was aided in his efforts both in the development of the scenario and its manufacture by his brothers, and several members of the original cast. To the exhibitor it will come as a welcome feature of World distribution, its fame as a play having preceded it, give to the screen version an advertising value that cannot be discounted.



# Ontario Appropriates \$52,000 For Pictures of Educational Value

## Ottawa Evidently Realizes Great Usefulness of the Moving Picture

One of the finest establishments of its kind is the new headquarters of the Pathescope of Canada, Limited, at 156 King Street West, Toronto, Ontario, which is associating closely with the Ontario Provincial Government for the production of official films covering a wide variety of subjects. The company is also manufacturing a large number of commercial subjects for business enterprises of the Dominion, and recently a representative of Pathescope took more than 10,000 feet of pictures of Canadian institutions for convalescent soldiers and military schools, these views to be screened in military hospitals in England and France to show what Canada is doing to reconstruct disabled warriors for future occupations. In this connection, it is frequently declared that the Province of Ontario is far ahead of any other province or state in the adoption of moving pictures for educational purposes among farmers, miners, school children, housewives, factory employees and other classes.

The Ontario Government has an official Provincial Motion Picture Bureau, serving as an exchange, under the direction of an experienced film expert, S. C. Johnson. In this bureau there are hundreds of reels of films, the majority of which are designed to instruct farmers in their work. So important has this official film feature become that the Provincial Legislature, at its recent session, voted \$52,000 for the extension of the work this year, and the Government was complimented by both sides of the House for the advance made in this style of propaganda.

On account of the extensive work which it is doing for the Ontario Government and also independently for commercial houses, the Pathescope people have established a model film factory at its new address. The plant is composed of twelve distinct working departments, and constitutes all the latest and most approved equipment for picture production.

The man in charge of the technical department of the Canadian Pathescope Company is William Redpath, one of the pioneer projection machine operators and cameramen of Canada. One of the prominent cameramen on the staff is W. J. Kraft, who had considerable experience in California studios before he became associated with the Canadian company. Mr. Kraft recently made a tour of Canada, from coast to coast, to take the pictures of the military hospitals and re-education schools for the Canadian Military Hospitals Commission.

The company started out to supply moving picture projection machines and films to churches, schools and private homes. It was not long, however, before the Ontario Government was interested in the taking of farm pictures and other views, until the work for the

provincial authorities has now become an outstanding feature of the company's operations.

The Ontario Department of Agriculture now has scores of educational films for use at meetings in rural communities which are called for by the Government's Agricultural Representatives. When the use of these films became general over the province, the average attendance at the district meetings increased from fifteen to eighty-five—mainly because of the motion picture demonstrations. During four weeks of the past winter, meetings held in forty-five counties at the rate of three each week attracted a total attendance of 67,801 farmers. More than five thousand farmers saw a special wool-grading picture during the past winter. During three weeks no less than 1,500 women saw farm household pictures at meetings held by the Women's Institutes of Simcoe County alone. One very popular film has been "The Marketing of Live Stock," which shows the farmer what happens to cattle after it has been sold by him, while the gardening films have introduced many new methods to vegetable producers. A number of films show how to take care of orchards and how to prevent the destruction of trees or fruit by blight or insects. A very valuable picture at the present time covers the subject of backyard gardening for city people.

## REGAL CHANGES IN WEST.

The following changes in the western offices of the Regal Films, Ltd., has taken place recently. Mr. H. L. Nathanson has become branch manager of the Winnipeg office, while Mr. Rose has become special representative of Western Canada. Business with the Regal in the Canadian West has been bounding ahead at a splendid rate, and the prospects for the fall season never looked better.

## A. S. Aronson, Secretary of Regal Films, Tells Why Sir Thomas White Appeared in Loan Picture

A. S. Aronson, secretary of Regal Films, Ltd., Toronto, in an interview regarding the criticism made in the Canadian Parliament on the appearance of Sir Thomas White, Canada's Minister of Finance, in a one-reel film, "Victory Calls to You, Canada," issued to boost the last Victory Loan, directs attention to some pertinent facts in the case.

The publicity committee in charge of the loan commissioned Regal Films, Ltd., to make and distribute in the Dominion a special film to acquaint the people, through the motion picture theatres, with the value of the loan, and Mr. Aronson suggested that in order to make an especially interesting film it was desirable to get the permission of some prominent Canadian official to appear in the film.

When this situation was presented to Sir Thomas, and upon the recommendation and suggestion of Mr. Aronson, Sir

## Standard Oil Co. Gets into the Game

### Subsidiary Concern Backs Laboratories at Fort Lee

The Standard Oil has finally eased into the motion picture field and from this time all you fellows that have bank rolls invested in the industry had better look out for ole Jawn D. Time and again there have been rumors that several of the big banking firms and financial corporations that make their headquarters near the lower point of Manhattan's Isle were to cut in on what looked to them like the softest melon in the field to-day.

In the past, the Morgan firm was often mentioned in connection with a number of mergers, and Ladenburg, Thalman & Co. and Kuhn, Loeb & Co. have long since had an interest in various of the releasing and distributing companies through members of their firms.

Now the Standard Oil has entered the game through its subsidiary, the Corn Products Refining Company backing the Palisades Film Laboratories at Fort Lee.

The Fort Lee plant will have a model laboratory and studio and while a small portion of the plant is already in operation the new additions will be ready about July 1. George Stabel is the general manager for the Corn Products Refining Company.

## POSTER MEN MEETING.

At the annual convention of the Poster Advertising Association, held in Chatham, Ont., last week, officers were elected as follows: President, E. C. Gould, Brantford; Vice-President, H. B. Donnelly, Simcoe; Secretary, W. W. Scane, Chatham; Executive, H. A. Williams, Montreal; E. L. Ruddy, Montreal; J. W. Thomas, Montreal; F. A. Hodgson, Collingwood; T. Mauley, Sarnia; J. Walker, Winnipeg.

About 75 delegates were in attendance.



## PARAMOUNT-ARTCRAFT OFFICERS DON'T AGREE ABOUT LITTLE MARY

**One Says She Will, the Other She Won't—  
Attorney Calls Star's future Unsettled**

During the last few days two conflicting statements were made by as many officials of the Paramount-Artcraft executive offices in New York. The first story was to the effect that the tale of the retirement of Mary Pickford from the producing field for six months was "all hokum" and that she had signed with the Artercraft to do eight pictures next year.

Later, another Paramount-Artcraft official stated that Miss Pickford was going to rest for six months under instructions from her physician and that after her vacation, "why there is no place else that she can go to, because there is no one else that will pay her price," was the tenor of his speech.

### Plans Are Uncertain.

Taking both of these statements to the attorney for Miss Pickford it was

learned that both of them were practically out of order. Denis F. O'Brien, of O'Brien, Malevinsky and Driscoll, who represents Miss Pickford, stated that as far as he knows Miss Pickford's plans for the future are far from being definite at this time. Miss Pickford will, however, take a rest for six months after completing the picture that she is now working on, which is to be the last under her existing Artcraft contract.

Incidentally, another factor representing large capital in the picture production field has been sitting tight although he is ready to make the star an offer. He, however, figures that as long as Miss Pickford is going to rest it is not wise to burden her with business details until a few weeks before her vacation ends.—Wids Daily.

## Announcement to be Made Shortly

### Regal Will Give Details of New Selling Plan in Two Weeks

Regal Films, Ltd., is announcing this week that they will give the full details of their new selling plan and policy in The Digest within two weeks time. Since Regal made the announcement some weeks ago that they were preparing a selling policy that would be a radical departure in Canada, the offices of Regal throughout Canada have been deluged with enquiries from the exhibitors.

All details in connection with the new plan have now been made, according to officials of Regal, and the announcement embracing all the facts and information for exhibitors will be presented to them in two weeks' time.

"We urge every exhibitor in Canada not to sign for service until he is fully acquainted with what we will offer him this fall. It will certainly pay him to wait," declares one of the officials of Regal to The Digest.

### SHIPMAN GOES TO COAST.

Ernest Shipman left New York recently for Los Angeles, Cal., where he will close contracts for a number of new productions now in the process of manufacture and to decide some important deals which have been pending for some time, it is said. He will also meet in person the state rights buyers with whom he has been doing business for the past six months.

Mr. Shipman will have a number of special attractions to announce upon his return to New York City.

Goldwyn exchanges, nineteen in the United States and six in Canada, are celebrating their first anniversary this week.



Samuel Goldfish  
President Goldwyn Pictures Corp

### NEW CONTRACTS SIGNED.

On the eve of his departure for California, Samuel Goldfish, president of Goldwyn Pictures, signed new long-term contracts with Madge Kennedy and Mabel Normand, motion picture stars, whose popularity is nation-wide. The original Goldwyn contracts with both screen celebrities still had a long time to run, but so great has been their success that the company wished them to cast their lot with Goldwyn for years ahead. "Madge Kennedy and Mabel Normand have borne out every prediction we made for them before they made their first productions," said Mr. Goldfish.

## True Size of Canada As Film Market Shown

### Government Picture Displayed Throughout Dominion in Exactly Six Weeks

Some idea of the true size of the Canadian film market can be obtained from the report of the showing of a Government picture, "War Gardens," a one-reel subject dealing with backyard gardening. Eleven prints of this picture were made by the Pathescope Company of Canada, and the subject was shown in at least one theatre in every city of 5,000 population and over in the country in exactly six weeks. Releasing was done by two Canadian exchanges, the Famous Players Film Service, Limited, and the Canadian Universal Film Company, Limited, each of which has five offices to cover the Dominion. During the first week the subject was screened in five different Toronto theatres simultaneously, and the six remaining prints were realized in Montreal and Winnipeg.

The Government issued instructions that the picture was to be shown as quickly as possible in all parts of the country. The first presentation was on April 29, and the final showing on June 8. It is estimated that one-fifth of Canada's population saw the picture during this period.

Under ordinary circumstances, a Canadian exchange does not import more than five prints of any picture, and bookings extend over a period of five or six months or longer. Frequently not more than two or three prints of a feature are imported from the United States because of heavy duty and taxes. The majority of the Canadian film exchanges have five offices, which are located in Montreal, Toronto, St. John, Winnipeg, Calgary, or Vancouver.

### LAW WON'T LET MECHANICAL DOG RUN AROUND LOBBY.

An instance of the far-reaching effect of the special regulations enforced in Ontario by the Dominion Power Controller was seen when Manager Clarence Robson of the Strand Theatre, Toronto, desired to make use of a moving object in a special lobby display for Chaplin's "A Dog's Life."

A back street scene was arranged, and it was intended to use a mechanical dog in the set. The theatre was forbidden to do so, because, it was ruled, electricity would be used for advertising purposes.

According to the special regulations no current can be used for ornamental or advertising purposes on any theatre front or in any window, excepting on Saturday evenings.

In this connection Manager Fegan of the Eclipse Theatre, Parliament Street, has the laugh on the authorities, because he makes use of an arc rectifier in the lobby of his theatre. This gives an illumination that is attractive as well as effective. This has not been prohibited.

# Releases in Toronto and Montreal for Week Ending June 29th

## TORONTO RELEASES

### FAMOUS—

- "Believe Me, Xantippe," Wallace Reid, 5 reels.  
 "Prunella," Marguerite Clark, 5 reels.  
 "His Own Home Town," Charles Ray, 5 reels.

### FOX—

- "The Trouble Makers," the Lee Children, 5 reels.  
 "The Superintendent," Mutt and Jeff Cartoon, 1 reel.  
 "The Heart of a Lion," Wm. Farnum, 7 reels.

### GENERAL—

- "The Rebellion," Judge Brown Series, 2 reels.  
 "The Clients of Aaron Green," Wolfville Stories, 2 reels.  
 "The Lonesome Girl," Flagg Series, 1 reel.  
 "A Daughter of Uncle Sam," Serial, 1 reel.  
 "Slippery Slim and the Impersonator," Essanay Comedy, 1 reel.  
 "Busted Romance," Ebony Comedy, 1 reel.  
 "In Wrong," Jaxon Comedy, 1 reel.

### METRO—

- "My Four Years in Germany," 10 reels.  
 "With Neatness and Dispatch," Bushman and Bayne, 5 reels.  
 "Help Wanted," Strand Comedy, 1 reel.

### MUTUAL—

- "Hearts and Diamonds," Wm. Russell, 5 reels.  
 "Spotted," Billy Rhodes Strand Comedy, 1 reel.  
 "The Lost Express," Serial, 2 reels.  
 Screen Telegram No. 33.

### REGAL—

- "With Hoops of Steel," Henry B. Walthall, 6 reels.  
 "The Cross-Bearer," Montagu Love, 7 reels.  
 Triangle Feature, 5 reels.  
 Mutt and Jeff Comedy, 1 reel.

### SPECIALTY FILM IMPORT, LTD.—

- "For Sale," Gladys Hulette, 5 reels.  
 "Cleopatra," Toto Comedy, 2 reels.  
 "The City Slicker," Harold Lloyd Comedy, 1 reel.  
 Sweden and Picturessque France, Scenic, 1 reel.  
 "The House of Hate," Serial.  
 Pathe News, two a week, 1 reel.  
 Pathe British Gazette, 1 reel.  
 British War Office Official News Weekly, 1 reel.

### UNIVERSAL—

- "Up in the Air," Nestor Comedy, 1 reel.  
 "In Dutch," Century Comedy, 2 reels.  
 Animated Weekly No. 30.  
 Screen Magazine No. 77.  
 Current Events No. 59.  
 "The Midnight Flyer," Western Railroad Drama, 2 reels.  
 "The Lion's Claw," Serial, 2 reels.  
 "The City of Tears," Bluebird, Carmel Myers, 5 reels.  
 "Berth Control," Lyons and Moran Star Comedy, 2 reels.

### VITAGRAPH—

- "The Woman in the Web," Serial, No. 13, 2 reels.  
 "Tangled Lives," Harry Morey, 5 reels.  
 "Cupid's Column," Drew Comedy, 1 reel.  
 "Hindcos and Hazards," Big V Comedy, 1 reel.

## MONTREAL RELEASES

### FAMOUS PLAYERS—

- "Old Wives for New," Cecil B. de Mille Artcraft Production, 6 reels.  
 "Mile-a-Minute Kendall," Jack Pickford, 5 reels (Famous Players).  
 "Prunella," Marguerite Clark, 5 reels (Famous Players).  
 Gaumont Graphic No. 731, 1 reel.

### FOX FILM CORP.—

- "The Fire Brand," Virginia Pearson, 5 reels.

### GENERAL FILM CO.—

- "The Girl and the Graft," O. Henry Story.  
 "The Spoiled Girl," Flagg Series.

### INDEPENDENT FILM SUPPLY—

- "Think It Out," Catherine Calvert, 5 reels.

### METRO—

- "Social Quicksands," May Allison, 5 reels.  
 "After Henry," Mr. and Mrs. Sidney Drew Comedy.

### MUTUAL—

- "A Square Deal," Marguerite Fisher, 5 reels.  
 Strand Comedy, Billie Rhodes, 1 reel.  
 Screen Telegram, 31-T-1, 1 reel.

### REGAL—

- "Human Driftwood," Robert Warwick, 5 reels.  
 Keystone Comedy, 2 reels.  
 Triangle Comedy, 1 reel.

### SPECIALTY FILM IMPORT—

- "The Voice of Destiny," Baby Marie Osborne, 5 reels.  
 "House of Hate," Pearl White and Antonio Moreno, "Enemy Aliens," 2 reels.  
 "Somewhere in Turkey," Harold Lloyd Comedy, 1 reel.  
 History of the War, No. 12, 1 reel.  
 British War Office News, 1 reel.  
 Pathe British Gazette, 1 reel.  
 Pathe News, 1 reel, two a week.  
 "Blue Devils," Reception throughout Quebec Province (Special).

### UNIVERSAL—

- "After the War," Bluebird, 5 reels.  
 "Up in the Air," Comedy, Wm. Franey and Gale Henry.  
 "In Dutch," Alice Howell, Comedy, 2 reels.  
 "Berth Control," Lyons-Moran Comedy.  
 "The Midnight Flyer," Helen Gibson, Drama, 2 reels.  
 "The Lion's Claw," Episode No. 13.  
 Animated Weekly No. 30.  
 Screen Magazine No. 77.  
 Current Events No. 59.

### VITAGRAPH—

- "The Girl in His House" (Blue Ribbon), Earle Williams, 5 reels.  
 "Woman in Web," Episode No. 12, "Hurled to Destruction."  
 "When Greek Meets Greek," Big V Comedy.  
 "Boodles and Bandits," Comedy.

For All The Latest Film News Worth While---Read The Digest

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one year's subscription to the  
**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....



# How Much is Your Theatre Worth?

Is it an ASSET or a LIABILITY—

**IN SUMMER---**

You can make it return a handsome  
profit by now

**BOOKING---**

**FOX STANDARDS**  
**FOX Special Features**  
**FOX Sunshine Comedies**  
**FOX Film Comedies**  
**FOX Mutt and Jeff Cartoons**

Will make you forget that there is  
anything like a summer season—  
when you count your cash at  
the box-office.

**ALL BIG GUNS** that will put your house

**Over the Top this Summer**

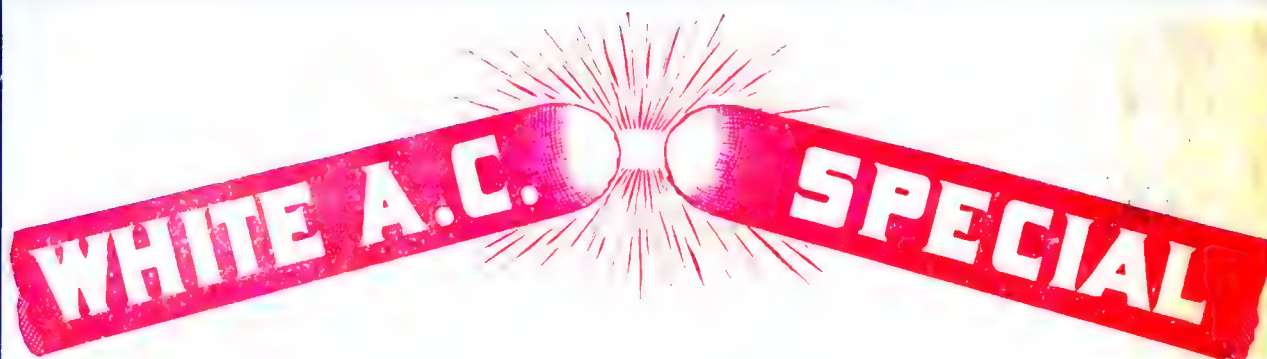
**BOOK THEM NOW**

**FOX FILM CORPORATION, Limited**

**TORONTO ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





# Motion Picture Carbons

## Prove Their Merit For Alternating Current Projection

White A.C. Special Carbons have made good the claim made for them from the very day they were placed on the market. Hundreds of voluntary letters from all parts of the country testify to that fact. These carbons have met the requirements so exactly that they are now the standard of alternating current carbons.

The White A.C. Special Carbons give the penetrating, pure white, flickerless light so necessary for even screen illumination and clear, sharply defined pictures. In using these carbons no new equipment is necessary. Simply put in a trim of the new carbons.



### For Direct Current Projection

The Silvertip is the standard negative carbon. It gives a steady arc with maximum brilliancy.



*SEND TODAY FOR OUR CIRCULARS*

**CANADIAN NATIONAL CARBON CO., Limited**

Toronto

Ontario

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



























Canadian Moving Picture Digest. Toronto, Cana.

Missing numbers are o.p.

ubr. 10/10/19

*Leave guard for Vol. 5 no. 1  
July 6, 1918*





Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



**IMPORTANT—**

**To every Exhibitor in  
Canada**

**REGAL  
ANNOUNCEMENT**

*On pages 11, 12, 13, 14, 15, 16, 17, 18, 19,  
20, 21, 22, 23, 24, 25, 26*

**TORONTO**  
326 and 328  
Spadina Avenue

**PUBLISHED EVERY SATURDAY BY THE  
Canadian Moving Picture Digest  
PUBLISHING COMPANY**

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.

# 5 SERIAL STORIES

## COMING

### "THE BRASS BULLET"

Released August 12th

---

12 Alice Howell Century Comedy  
52 L-Ko Comedies  
52 Lyons and Moran Star Comedies  
52 Two-reel and Western and Railroad Dramas  
52 Screen Magazines  
52 Current Events

You can book any of the above productions separately or contract for the entire output. It will pay you to see us before deciding any fall policies for your theatre.

---

ANY OFFICES OF

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
HEAD OFFICES — TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# Look Over This List of Productions Before Deciding Your Theatre Policy for The Coming Season

THE CANADIAN UNIVERSAL FILM CO. LTD. OFFERS THE  
FOLLOWING FOR THE SEASON OF 1918 and 1919

## 10 JEWEL PRODUCTIONS COMING

**"For Husband Only"---A Lois Weber Production**

---

<b>26</b>	Mary MacLaren	Mae Murray
	Harry Carey	Dorothy Phillips

## PRODUCTIONS

Latest Releases---"Her Body in Bond"  
"The Mortgaged Wife"

---

## 52 BLUEBIRD PHOTOPLAYS ONE EVERY WEEK

Latest Releases---Monroe Salisbury In  
"THE WINNER TAKES ALL"

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
HEAD OFFICES---TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 2

SATURDAY, JULY 13th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
General Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**  
**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

**CORRESPONDENTS**  
**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal  
**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## O Tempora! O Mores!

**C**OMPETITION in business—when it is clean and aboveboard—is a trade condition that the open-minded and progressive type of business man welcomes, and does not fear.

Why is it, then, that there is so much petty backbiting and small jealousies existing between the various exchanges in their business relations to one another?

It used to be said that grand opera artists and long-haired musical geniuses were the class of humans most jealous of each other's success.

Nowadays things have changed, and the jealousies existing in the film exchange business would make a fat, greasy, temperamental tenor green with envy.

The situation to-day seems to be that the industry has expanded too rapidly for many who are engaged in it. The business has grown, but they have not grown with it. Their business viewpoint and vision would fit better into the details of running a cross-roads country grocery store than being engaged in America's fifth greatest industry.

Many of the shafts of jealousy are shot at the men who have kept step with the rapid advancement of the business—men who have broadened as the business grew—men who have made a success because, first of all, they were good business men, in all that the name implies.

A man who is jealous of another's success admits his own inferiority. An organization that is steeped in jealousy makes the admission, plainer than words could do, that it is weak. It fears to lose that which another may obtain.

This industry has tolerated much inefficiency, lax business methods and its attendant evils, because it has been too busy expanding.

The narrow, petty, small-calibred man in this business is still hanging on, but his day of reckoning is surely coming. The skids are being greased for his sudden descent into Sweet Oblivion—and he is slated for a quick ride to his destination.

Clean business methods are coming just as surely as night follows day. The demand will be for "six-cylinder" types of brain. The "one-cylinder" type of brain may have been the correct specification in the "good ol' days," but the distribution and sale of moving pictures has reached the dignity of Big Business, and Big Business cannot be successfully engineered by Small Men.

### HONEST RE-ISSUES.

**T**HAT was a great controversy which was waged a few weeks ago in the States over certain re-issues. We are not at all desirous of starting a "re-issue controversy" in this publication, but we do believe that we should go on record and say that if worthy films are re-issued without any "camouflage," and purely and simply as re-issues, we do not see why it is not legitimate. Without question, fraud and deceit have been practised in the past through re-issues by unscrupulous parties. Legitimate re-issues, honestly sold as re-issues, and exploited by the exhibitor as re-issues, have proved themselves to be splendid box-office attractions. It's the "fly-by-night," "get-rich-quick" parties, with apparent fakes and frauds, who have caused the trouble.



## That Sales-less Salesmen Question

By Mark Goldman.  
Manager of the Seattle Bee-Hive Exchange.

I read with a great deal of interest Mr. John W. Semler's article entitled "Truth Sells Pictures."

It is really surprising that this subject has not come up before, and in my opinion Mr. Semler should be given a vote of thanks not only by real film salesmen, but by hundreds of other salesmen in other lines of business, who perhaps have or do have an ambition to enter the motion picture industry.

A copy of "Truth Sells Pictures" should be mailed to every sales manager in the motion picture business.

The article struck me so forcibly that I am really writing from an experience which happened the first time I tried to enter into a business in which I saw a great future.

I had been a successful salesman and manager of a large sales promotion company and had to my credit eight years of success in my particular line of business. The disappointments and trouble I met in entering the picture business would have disgusted the average man, and he would have willingly have turned his endeavors to most any other line of business.

Upon entering the office of a manager of the motion picture industry, invariably the first question that will be put to you is "Have you ever had film experience?" and questions along those lines, and naturally a fellow would have to reply in the negative. No matter what success you may have acquired in other lines as a salesman and what ability you may have seems to be of no consequence. The mere fact that you are not conversant with the film industry seems to preclude the possibility of your ever entering this field and proving a success.

The sooner the film industry recognizes the fact that film salesmen can be made if the man has the material in him to work with, just the sooner will we rid ourselves of the "rolling stone" variety. The usual remark nowadays when a salesman enters an office of an exhibitor is, "Well, what line of features are you selling this week—what concern are you working with now?" etc. Common sense would tell you that there is no confidence to be placed in a man who is changing his position every two or three months, yet in the past and even now this seems to be the kind of a man the film people want. I ask in all sincerity, where is there another industry that changes salesmen as often as the film business?

What this business needs is more sincerity. Film corporations need to get the material in a man, work with it, bring it out, train him to know his own goods: Keep the motto, "Know Your Own Goods" before him constantly. Train him to do business in such a way that you will feel reasonably sure that your salesman can always go back over his territory and secure future bookings.

If the men at the head of these organizations would let a little new blood in and absorb some of the ideas of

energetic bright young men they would prove more beneficial than sticking and adhering to the old worn routine. Never send a salesman away that has ambitions without hearing what he has to say and his general idea of things. The fellow may have some wonderful ideas that you probably would have thought about had you not been so absorbed in other lines of work: yet this fellow's ideas may make you money, don't think him a fool because he has an idea—find out what it is and act on it if it will prove to your advantage to do so.—From Motion Picture News.

## Experience Counts

### The Made-Over-Night Star Has About Vanished

By Claire DuBrey.

The time of the made-over-night star has about vanished and the day of the artist with real ability has arrived.

As a matter of fact, very few of the young people who have been forced on the public for their good looks and beauty alone have survived long. Look down the list of real stars and the truth of this is apparent.

Mary Pickford, Blanche Sweet and the Gish girls worked hard with the biograph before they were really recognized; Earl Williams, Jack Kerrigan, Charles Ray, Harold Lockwood, Mary Miles Minter, Louise Glaum, Ethel Clayton and numerous others all worked themselves up to stardom, and most of these preceded their screen careers by speaking stage experience.

Some with true genius have burst suddenly on the public, as evidence Fairbanks and Chaplin, but they served their apprenticeship on the boards before essaying pictures.

Against these there is a long list of young people that manufacturing companies have tried to advertise and boost into popular favor, at one time with some success, but nearly every one of them has suffered eclipse.

With growing discernment on the part of the movie fans, the demand for better stories and capable characterizations and acting came and now each company has its casting director and the supporting artists are chosen with great care.

In the earlier days it was possible for an actor, by skilful make-up, to take from two to four parts in every picture, but the public has become critical and appropriate characters and types are now selected.

One has to possess acting ability to obtain parts these days and it is becoming harder than ever to "break into the game." Good supporting actors and actresses draw down bigger salaries than of yore, while the boys and girls who were employed for their looks alone have had to seek other occupations, a process of elimination has been going on which has been for the betterment of pictures, and many a mediocre story has been made interesting by reason of good direction and fine acting.

Yesterday was yesterday, but tomorrow is opportunity.

## Sheriff Seizes Bunch of Film

### Quantity of "Birth of Race" Picture Tied up in Chicago

Chicago.—A deputy sheriff has seized 32,000 feet of film belonging to "The Birth of a Race" film company, which was stored at the Rothacker Film Company June 21, on an attachment brought by S. A. Kellar, an Alaskan miner, who is said to have invested \$8,750 in the stock of the corporation.

"The Birth of a Race" concern has been in the public eye for some time because of complaints of stockholders. It is supposed to be a \$1,000,000 production, but while many thousands of dollars have been collected on the stock, the film has not been completed.

At the offices of Cory & Co., National Life building, notices were being sent out addressed to stockholders that "The Birth of a Race" would be shown in Chicago in September, about the same time the sheriff was seizing the film.

The 32,000 feet of celluloid were placed in a vault at the Rothacker plant and sealed subject to the order of the court. A preliminary motion in the case took place before Judge Cooper on Saturday.

B. F. Cory, of Giles P. Cory & Co., fiscal agents for "The Birth of a Race," professed to be surprised when asked about the attachment. Giles P. Cory, who last April pleaded guilty to selling "Birth" stock because of its not being listed under the "blue sky" law and was fined \$1,000, is on his farm in Virginia.—From Wids Daily.

## G. A. Margetts is the New President

### Universal Manager Now Heads Exchangemen's Association in St. John

(Special to The Digest.)

St. John, N.B., July 6.—There has been a number of changes in the Exchangemen's Association here. Mr. G. A. Margetts, branch manager of the Universal in St. John, has been appointed president, the former president, Mr. H. H. McArthur, retiring. Mr. R. G. Marsh has been made vice-president in the place of Mr. Margetts. The secretary, Mr. Romney, retains his same position, and there has been no other changes made.

The association, since it has been inaugurated, has accomplished much good for the industry in the Maritimes, and things are running along very smoothly. The association has officers who are working hard to weld the organization into a live and alert body.

Exhibitors, are you going to co-operate with The Digest and give the Canadian exhibitor body a real service department in "Exhibitors' Film Reports"? Tell us what you think of your film offerings. We'll publish it.



# "Tarzan of the Apes" Runs Full Week in Small Ontario City

## John Green of Galt Proves That Longer Runs Are Feasible

Mr. John Green, of the Temple Theatre, Galt, Ontario, ran "Tarzan of the Apes" in his house a few weeks ago. The notable fact about the event, however, is that Mr. Green ran the picture for a solid week in a town of about 12,000 population. In spite of many drawbacks and counter-attractions, as well as summer weather, he did a splendid business with the production.

The undertaking was a nervy one, but evidently our good old friend Green got by with it in great shape. In speaking about the innovation Mr. Green says: "Taking into consideration the fact that a week's run on a picture in a town of 12,000 people is in itself a nervy proposition in the month of June, and the fact that the business jumped up \$20 or \$30 per night except on Thursday night, when a band concert in the park attracted several thousand people, and the Duke of Devonshire came to Galt Saturday and killed what promised to be a 'turn-away' matinee, Tarzan did good business, and, in my

way of thinking, is an exceptionally good picture.

"Many of my patrons find fault with the rather abrupt ending. However, in my opinion, it is the only right and logical ending for a big production like 'Tarzan.'

"One thing is certain—I would have broken all records with this remarkable eight-reel picture (not a foot too long) had I played it in the regular season. It attracted hundreds of people who never go to a picture show—readers of the story—and that's exactly how I figured it out on a week's run.

"The word of mouth advertising in a small town beats columns of press dope or display advertisements. As you know, I am not afraid to spend money in the daily papers either."

## DUNLOP LEAVES UNIVERSAL.

Mr. Jack Dunlop, who has been chief accountant for the Toronto office of the Universal, resigned this week, and will spend the Summer at Port Stanley, Ontario. Jack is a boy who must be up and doing, and he doubtless will be taking over one of the Port Stanley houses before he is in the burg very long.

## NOW AT PORT DALHOUSIE.

The management of the Grand Opera House, St. Catharines, Ont., have taken the house staff on the annual summer outing to Port Dalhousie, where they present movies and dancing as an attraction to the summer public, which are held in the evenings only. The Daylight Savings Bill has interfered seriously even there, as the pavilion is an open-air hall. However, they have overcome this by altering the hours, which are now from 9 to 11.30 p.m., and business has been good so far. The Grand Opera House in St. Kitts will open about the latter part of August, with the usual vaudeville and feature films. At the present moment Manager Odum is darning the holes in last year's bathing suit, preparatory to acquiring a good coat of sunburn. He refuses to talk "fillum" to anyone.

## A SERVICE FLAG WITH MANY STARS.

## Pathe Have 2,080 Stars in Their Service Flag.

Mr. Ferdinand Zecca, the new Director-general of Productions, who arrived recently from Paris, states that more than 2,000 French, English and Italian employees of the Pathe Freres have served in the ranks of the allies as officers, non-commissioned officers and privates, and that more than 200 died on the battlefields.

More than 500 have been decorated for bravery.

A large number have been wounded and released from service, and have returned to the positions they held with Pathe Freres before enlisting.

More than eighty men have responded to the call to the colors on this continent, and the list is rapidly growing.

# May Use Movies In Social Fight

## Campaign is Planned to Check Ravages of Venereal Disease

Movies showing the ravages of venereal disease will probably be one of the features of the campaign in Toronto to ameliorate moral and physical conditions. This was revealed last Monday afternoon at a meeting in the City Hall of the advisory committee on venereal diseases for No. 2 Military District by Col. J. W. S. McCullough, chief officer of health for the province, who announced that the film entitled, "Fit to Fight," which is now in use in the American army, had been purchased by the Canadian authorities. Col. McCullough has not decided yet just how the film will be used, but it is possible that it will be shown in the local motion picture houses. Col. McCullough also outlined to the committee the regulations just passed in connection with the Ontario Act for the Prevention of Venereal Disease.

## Fire Destroys Film

## Herbert Brenon Meets Heavy Loss in London England

Several hundred thousand dollars worth of film made by Herbert Brenon in London, for the British Ministry of Information, was destroyed in a fire a few days ago, according to information received in New York, and the producer will be obliged to retake practically the entire picture, which was nearing completion.

The scenario for the story was written by Hall Caine and the cast includes many famous players, including Jose Collins, Ellen Terry, Madge Titherage and Lyn Harding.

James MacKay, the Brenon editor and cutter, has secured his passports from the Government and will sail in about ten days from an Atlantic port to join the director in London.

## MAY REMAIN ON COAST.

Ernest Shipman reports from the coast he has closed a new arrangement with the W. H. Clifford Photoplay Co. and that the release dates of the fourth and fifth of the Shorty Hamilton series, now completed, will be announced shortly.

It seems that Ernie has more than half decided to make his headquarters in Los Angeles, visiting New York occasionally.

## EMBARGO MODIFIED.

## Pictures to be Exploited Under Special License.

A report from London states that the embargo on American films which threatened to cut off the supply for British picture houses, has been modified and approved films will be exported under a special license.

# His Death Means Loss to Industry

## The Late A. E. Wall Was a True Friend to the Film Trade

The news of the death of Mr. A. E. Wall, which occurred at Amherst, N.B., on June 18th, was received with great regret by the entire film industry of eastern Canada. Mr. Wall was indeed a true friend of the trade, and discharged his duties as a censor with fairness to all.

The death of Mr. Wall occurred after an operation for appendicitis. He had occupied the position on the censor board for several years, and his work brought him in intimate touch with many in the industry throughout that section of Canada, all of whom are loud in the praise in which the deceased gentleman discharged the duties of his office.

He was elected to represent Digby in the house of assembly at the bye-election in 1910, and was again returned in the general election in 1911. He resigned to run for the House of Commons in September of the same year, when he was defeated by Clarence Jameson.

The late Mr. Wall was a native of Westmoreland, N.B. Liberal in politics, and a Baptist by church affiliation. MONTRAL and quebec notes

Robert Phelan, camera-man on the "Wolf-faced Man," the Pathe serial being made by Diando, is still in the hospital recuperating from an operation for carbuncle at the base of the



# TORONTO AND ONTARIO TOPICS

## ENTERTAINED "DEVILS."

On Monday night, July 1st, after their return from a pleasant trip across the lake, the "Blue Devils" were given a special showing of "My Four Years in Germany," by invitation of Mr. J. P. Bickell, president of the Regent Theatre Company, Limited.

## STURGIS VISITS "BIG TOWN."

William Sturgis, of the Imperial Theatre, Toronto, has returned from an automobile trip to New York City. Sturgis says that he had the time of his young life and didn't miss anything worth seeing in the "big town." He made 2,000 miles in his car on the two weeks he was away, and didn't have a single puncture.

## TORONTO VISITORS.

Mr. J. S. Sullivan, owner of the King George Theatre St. Catharines, Ontario, and his manager, Mr. Jack McIlwain, probably one of the youngest managers in Canada, was in Toronto last week calling on the various exchanges to arrange bookings for this popular St. Kitts house.

## "ED." WAS IN TOWN.

Mr. Ed. Winn, of the Strand Theatre, Newmarket, Ont., was a caller at the offices of the Specialty Film Import, Limited, in Toronto, last week.

## VISITORS FROM GALT.

Mr. Shupe and Mr. White, of Scott's Opera House, Galt, Ont., was in Toronto last week making bookings for this well-known Western Ontario house.

## KING THEATRE CLOSES.

The King Theatre, College Street and Manning Avenue, Toronto, has been closed indefinitely.

## COOPER IN OUR MIDST.

Mr. A. A. Cooper, proprietor of the Lyceum Theatre, Huntsville, Toronto, was in Toronto last week for a few days on business connected with his thriving Huntsville Theatre proposition.

## DID THEY EVADE THE CUSTOMS.

Among the many young ladies from Toronto who crossed the lake on Dominion Day and visited Buffalo, N.Y., were Miss Constance Rose and Miss Dorothy Roach, two members of the Pathe office staff. Of course, they visited a number of the beautiful Buffalo departmental stores, just to see what wonderful bargains were being offered for sale.

## LEAVES UNIVERSAL COMPANY.

Miss Tisdale, the young lady who has been in charge of the publicity service department for the Universal office in Toronto, severed her connections with that company last Saturday, and will take a vacation of several months before again resuming another position. Miss Tisdale is a very capable young lady, who has shown a marked aptitude for advertising and publicity work. She was formerly secretary to Mr. Raymond Peek, when he had charge of Canadian publicity for Universal, and following his withdrawal from the Universal to assume the duties of editor of The Digest, she took charge of the department. It is understood that Mr. Hague, of Universal, will take over much of the publicity and advertising work in connection with Universal in Canada.

## NO "JOLLY TAR" STUFF FOR HIM.

John J. Colleton, Toronto manager of Specialty Film Import, Ltd., a great experience over the holiday on Dominion Day. He was invited to join a friend who was taking a launch through a small chain of lakes around Trenton, Ont., their destination being Barrie, Ont. All went well for a time, but the navigators ran into a sample of that horrible Dominion Day brand of weather. To make matters worse, the trusty ship sprang a leak. The otherwise genial Pathe manager, soaked to the skin, with wet feet and ruffled disposition, decided to cry "enough." The party made for a small farm house and put up for the night. The next day John beat it for that dear old Toronto as fast as an automobile would carry him.

\*\*\*\*\*  
\* **Film Offerings in Toronto** \*  
\* **This Week** \*  
\*\*\*\*\*

## REGENT.

"The Service Star," Madge Ken-  
released by Regal.

## HIPPODROME.

"Western Blood," Tom Mix; re-  
leased by Fox.

## GRAND OPERA HOUSE.

"Cleopatra," Theda Bara; released  
by Fox.

## THE ALLEN.

"The Easiest Way," Clara K.  
Young; released by Famous.

## LOEW'S.

"The Whim of Society," Ethel Clay-  
ton; released by Regal.

## THE OAKWOOD.

"All Woman," Mae Marsh; released  
by Regal.

"A Doll's House," Elsie Ferguson;  
released by Famous.

## HE'S A NUISANCE!

The young man with the "sneezing pepper" is again in our midst. Every little while, this type of individual breaks loose, and causes annoyance to some exhibitor. A few days ago a Toronto exhibitor had an experience with this practical joker, with the result that a police court case was the outcome. The man was arrested, but it is understood that a slight doubt existed, and he was given the benefit of the doubt. The other Toronto exhibitors are keeping a watchful eye open for any one attempting to annoy patrons by this mean method.

## MYSTERIOUS FIRE.

Deputy Fire Marshal Pointon, of the Province of Ontario, has announced that he is convinced that the fire which visited the Family Theatre, in Windsor, Ont., as well as another building recently, was of incendiary origin, although no evidence can be secured that would warrant the institution of criminal proceedings. It is understood that the owner of the theatre is not under suspicion, and has been exonerated from all connections with the fire.

## SMASHED ALL RECORDS.

"My Four Years in Germany" smashed all records at the Regent, Toronto. The business was phenomenal.

## ACQUIRES TWO THEATRES.

A company known as the Modern Theatres, Ltd., now have control of the Coliseum Theatre, the big house on Queen Street East, in the Beach district. The local manager is Mr. Strong, who is well known in Toronto as a splendid theatre manager. The same concern now operates the Iola Theatre, on Danforth avenue, and Mr. Jenks is the manager. It is understood that the company have other theatre properties in view in the near future.

## HIRSCH IN TOWN.

Mr. J. Hirsch, of the Princess Theatre, St. Thomas, Ont., was in Toronto, on business, and booked a number of popular features with the various exchanges.

## A BOX-OFFICE STUNT.

Ice cream cones for the children is one manner in which a Toronto theatre attracted the kids to the box office. This was done recently by the Coliseum Theatre, 2215 Queen Street East. The occasion was a special matinee of the "Bluebird." Every child patron was presented with a luscious ice-cream cone.



## Have You Sent In Your Coupon? Registration Idea Takes Hold in Canada Slowly But Surely

They're off! The Registration plan is under way. Every time the postman stops at The Digest office he leaves a number of letters from Canadian exhibitors, and when the envelopes are open the Registration Coupons properly and neatly filled out, are found within.

So far the response has been fairly good. The job of attempting to get every Canadian exhibitor to send in his Registration Coupon is a mighty big contract. However, they are coming in day by day. One important fact is demonstrated to The Digest in this registration campaign. It shows who are the thinking exhibitors, and who are not. As a rule, the exhibitor who takes the time and trouble to fill out The Digest Registration is an exhibitor who displays the proper spirit. The mere act of filling out his Registration Coupon and affixing a stamp to the envelope demonstrates convincingly that he takes a serious interest in the business in which he is engaged.

When this Registration plan is completed—even if we do not have a complete and correct registration of the exhibitor body of Canada—we shall at least have on file the names of a large number of Canadian exhibitors who can safely and properly be classified as the "pick of the field."

It is the intention of The Digest to keep in touch by correspondence with these exhibitors. It will be through them that many of the future plans and policies of The Digest will be moulded. We shall ask them for their ideas, opinions and advice. In other words, they will act as "associate editors."

Below are given the names and addresses of these "associate editors"—these exhibitors who have already sent in to The Digest their Registration Coupons. Glance over the list and see if your name and the name of your theatre is there. If not—why not? It's up to you!

**TORRIE & WINTER**—Empress Theatre and Grand Opera House, Moncton, N.B.

**KIERAN KEITY**—Strand Theatre, Truro, N.S.

**J. KAY**—New Grand Theatre, Ridgetown, Ont.

**C. A. TREMBLAY**—Royal Theatre, Fort William, Ont.

**J. S. SMART**—Royal Opera House, Port Hope, Ont.

**F. SIMMONS**—King Edward Theatre, Kingston, Ont.

**L. KENNEDY**—Lyceum Theatre, Wingham, Ont.

**WM. A. WILLIAMS**—Lyric Theatre, Hanover, Ont.

**F. G. ROBSON**—York Theatre, Toronto, Ont.

**JOHN POWELL**—Grand Opera House, Barrie, Ont.

**GEORGE SCHNEIDER**—Strand, Peterborough, Ont.

**A. H. CUFF**—Lyceum Theatre, Gravenhurst, Ont.

**JOHN C. GREEN**—Temple Theatre, Galt, Ont.

An analysis of the names and addresses will show the reader that out of the entire batch of thirteen names herein listed there is just one solitary representative from the big city of Toronto. He is Mr. F. G. Robson, manager of the York Theatre, Yonge Street, Toronto. Out of all the large number of exhibitors in a city of half a million people, Mr. Robson is the only Toronto exhibitor who has taken the trouble to mail his Registration Coupon.

This doesn't speak well for the remainder of the Toronto exhibitors. So far, we have not yet had one coupon in from Montreal. However, we are hopeful.

Keep your eye on The Digest for details as to how the registration is progressing from week to week. And if you haven't sent in that coupon—do it now.

Fill out that blank form in this issue, "The Exhibitors' Film Reports." It can be made a valuable department with your assistance.

## QUEER COMEDY MIXTURE

Here is a mixture Henry Lehrman has put into one of his latest Sunshine Comedies: Several Lions, a number of pretty girls, a tourist sleeper and a dining car. He mixed them all up at the Fox studio at Hollywood, the action taking place in the dining and sleeping cars.

A clear head often means a crowded theatre; and a clear theatre often means that nothing had brushed the cobweb out of the brain.

The credit for sending to The Digest the first Registration Coupon belongs to Mr. J. S. Smart, manager of the Royal Opera House, Port Hope, Ontario.

Mr. Smart in sending in his Registration Coupon, says in his letter: "I am glad to send you my Registration Coupon, and I want to thank you for inaugurating what I believe will be a very useful idea."

## REGISTRATION COUPON

*Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?*

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .



# MONTREAL AND QUEBEC NOTES

## FOR WEEK TO JULY 13TH.

Mr. J. A. Gagnier local manager for Vitagraph V. L. S. E., screened at the Strand Theatre here last week the four first episodes of the new Vitagraph serial, "A Fight for a Million." This picture features William Duncan and Edith Johnson. A large number of local exhibitors saw the screening, and with their friends the general consensus of opinion was that the picture was one of the best serial pictures they had witnessed to date. Speed, human interest, suspense and ingenuity of plot were all in the make-up of the picture, and that the film is going to have a very successful run was proved by the fact that at present nearly all available dates have been booked. In large measure this is due to the proven drawing power of the stars, William Duncan and Edith Johnson.

The film screened by the Specialty Film Import for the Firemen's Benefit Association, and which will be shown here soon, was viewed by the committee in charge of the work, and was approved by them last week. Director of Public Safety Joseph Tremblay, formerly head of the Fire Department in Montreal, expressed himself as highly pleased with the work done.

The Government picture "The Call of Freedom," which depicts the various phases of a draftee's life from the first call to the colors to the final turning out of a finished recruit, is well on the way to completion. Mr. Ouimet, who is handling the work, is through with his filmings at Valcartier Camp, and after an extended investigation into army life there, says that it is great to see how the boys enjoy life in the military camps. It is a sane, healthy and happy existence, and as compared with the former existence of some of the men in pool rooms, and around street corners in the big cities, is a change very much for the better.

The St. Jean Baptiste Society, who are patrons of the campaign to save babies during the hot months here, are having a picture of one reel filmed by the Specialty Film Import (distributed by Pathe), which shows how mothers can be educated to the dangers incurred by very young children, and showing the work of the Baby Welfare Societies and of the Milk Stations. The film will be shown at one of the big first-run theatres in this city at an early date.

The Great War Veterans' Picnic, at King Edward Park, near this city, will be filmed shortly and shown at the local theatres.

Howard Conover, of the Imperial Theatre, is very pleased at the Pathe News pictures he is receiving. One of

them particularly that showed a flight of aeroplanes rising in formation like a regiment of soldiers on parade excited his special admiration. Mr. Conover has been in the States on business lately over Independence Day, and is now back in the city.

Pathe's have signed a contract with the British War Office to have a series of pictures giving glimpses of the Canadian boys "over there," who are making history these days. Each episode will deal with two or three regiments from different parts of Canada, and will afford close-ups of individual soldiers, thus giving relatives and friends an opportunity of recognizing the boys. The pictures are taken as late as three weeks and shows the battalions going to or returning from the trenches. The first run will be shown at the Imperial.

The Metro has been merged with Regal and the offices of the former are now transferred to the premises of the latter. It is understood that Jim O'Loughlin is in charge of the merged offices.

Eddie English, of Regal films, has, we understand, been appointed eastern sales manager, and will shortly leave for a tour of the Maritime Provinces, where he expects to be signing up a lot of business.

Eddie Gronau, manager of Universal Films, has left the Universal. Nothing definite is stated as to what he will do in the near future. Meantime he is enjoying a well-earned rest.

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

### LOEW'S.

"Salfish Yates," with William S. Hart.

### IMPERIAL.

"The Bravest Way," with Sessue Hayawaka; "Viviette," with Vivian Martin; "Say, Young Fellow!" with Douglas Fairbanks.

### STRAND.

"Confession," with Jewel Carmen.

### NEW GRAND.

"A Little Sister to Everybody," with Bessie Love; "Vera, the Medium," with Kitty Gordon.

### THE HOLMAN.

"Hell-Bent," with Harry Carey; "The Empty Cab," with Franklin Farnum.

### TIVOLI.

"Blue-Eyed Mary," with June Caprice; "Mother," with Elizabeth Risdon.

H. O'Regan, manager of the Variety Theatre, Granby, was in town lately looking up Fall prospects in pictures.

H. E. Pauet, proprietor of the Auditorium, Quebec, is taking six weeks' vacation on the sea on the Gulf of St. Lawrence.

Joseph Tanguay, who was manager of the Victoria Theatre, Quebec, and has made a big success of this house since it was opened, has been appointed by Mr. Pauet manager of the Auditorium, Quebec, he having resigned the management of the Victoria Theatre. He will take over his new duties some time in the Fall.

"Women of France" is the title of the big film which has been sent to the chairman of the Board of Censors here, Sheriff Lemieux, for his approval and subsequent distribution throughout Canada. It purports to show the real character of the Frenchwoman since the outbreak of the war. It shows her surprising resourcefulness, her nobility under terrible calamities, and her unbounded faith in the ultimate success of her country's aims. Having regard to the fables of frivolity and lightheadedness which were current on this continent prior to the war, and even after it, in spite of the wonderful record of French women during the world-war, this picture will serve a high and useful purpose in showing the truth, and dispelling the last remnants of an old lie that only owes its present existence to enemy propaganda.

Sheriff Lemieux has confided the distribution of this picture to the Specialty Film Import. They will edit it and translate the sub-titles into English, and will announce its release at a later date.

Mr. Ouimet has bought the Canadian rights for "The Moral Suicide," in which John Mason, Leah Baird, and Anne Luther appear. It will be shown at first-run theatres here.

Clarence Davis, manager of the contract department of the B. Simpson Co., of Toronto, was in town last week in connection with the fitting up of the two new theatres that will shortly be opened by the Allen interests here, viz., the Majestic in Notre Dame de Grace, and the Royal Alexandra, in Lachine. The R. Simpson Company will furnish rugs, carpets, draperies, electric fixtures, and all interior decorations. Mr. Davis did the decorating for and the furnishing of the new Loew Theatre here last year, and in the past years has fitted up practically every large house in the Dominion.

Al. Nathan, formerly of the Broadway Theatre, New York, has been here consulting with Manager Pomeroy, of the Holman Theatre.



# Regal Announces Its New Selling Plan and Policy

## A Vital Message to the Exhibitor

### Splendid Publicity and Advertising Campaign Acquaints Every Canadian Exhibitor with Regal's New and Co-operative Plan. Great Aggressiveness and Enterprise is Shown

Some weeks ago, through the medium of *The Canadian Moving Picture Digest*, Regal Films, Limited, in a series of advertisements, asked the Canadian exhibitors to wait for the announcement coming from Regal concerning the new 1918-1919 selling plan and policy.

The series of advertisements were short and to the point, and aroused great interest among the Canadian exhibitors everywhere. Week after week the exhibitors were told not to sign for any service until they were fully acquainted with what Regal had to offer them for the coming season.

Naturally this was the means whereby every Canadian exhibitor knew that Regal "had something on tap," and eagerly awaited the full details of the new selling plan and policy. In the meantime, Regal officials were busy perfecting these plans and getting everything in shape for the big announcement.

#### Biggest Campaign Yet.

In this issue of *The Canadian Moving Picture Digest* you will find the full announcement of the plans of the Regal Films, Limited, for the season of 1918-1919. This enterprising film company has taken seventeen pages of advertising in *The Digest* to tell you their plans and policies. It is unquestionably and by far the biggest advertising campaign ever launched by any film company in Canada. Regal wants every Canadian exhibitor to receive the Regal message, and Regal officials have delivered their important message to the trade with the "big punch" that has always characterized this aggressive and alert film organization.

Read over the Regal announcement carefully. Think over it. You will at once be struck with its manifest fairness to the Canadian exhibitor.

The entire policy is founded on the "live-and-let-live principle." Regal seems to realize, probably more than any other company operating in Canada to-day, that the Canadian exhibitor is face to face with problems in his business that never before confronted him. Everything in connection with the exhibitors' business has soared by leaps and bounds. Regal realizes that if their business be successful the exhibitors with whom they do business must also prosper. Therefore they have set about to point the way to prosperity for the exhibitor, and co-operate with him all along the line.

#### The Regal Creed.

Regal has adopted a creed that is worth preserving by every Canadian exhibitor. Here is it:

1. We believe that, with the ever-mounting taxation, the high cost of labor, and the increased cost of every commodity which the exhibitor must pay, the film cost must be on a basis of fairness and equity.
2. We believe that no exhibitor should be forced out of business because the right kind of films, that bring the returns to the box-office, is beyond his reach because of cost.
3. We believe that we must co-operate with every exhibitor to the end that his profit must be commensurate with his investment.
4. We believe in the Star Series Plan—but only when sold at one price for all. No chain is stronger than its weakest link.
5. We believe that each week's film bill should be nearly standard, and that the entire increased box-office receipts of any one week should not go to pay for the special or supposed super-star picture.
6. We believe that re-issues of Stars, now well-known, when sold on the let-live basis, will give the exhibitor a profit.
8. We believe that this is the time of all times when the need for co-operation is the greatest.
9. We believe that you must live—for us to live.

This creed will be followed out by Regal to the letter, and every Canadian exhibitor can rest assured that, in his business relations with Regal, he will be treated with fairness, courtesy and consideration—from the office boy to the chief executive.

The Live-and-Let-Live Policy of Regal can be defined briefly as follows:

- 1st. The price for one release per week will be what you can afford to pay.
- 2nd. The price for two releases per week will be less than the price for each release booked separately.
- 3rd. The price for three releases per week will be less than the price for one or two releases booked separately.
- 4th. Under the new selling plan the exhibitor who books his entire service from Regal will receive a substantial reduction in price.

Every Canadian exhibitor should digest the above, and then set about to plan his own house policy in order that he can avail himself of the money-getting and money-saving plans and policies of Regal.

#### Plenty to Choose From.

For 1918-1919 Regal will offer to the Canadian exhibitor the following imposing array of available screen material, the pick of the entire field: Fifty-two World Pictures; fifty-two Metro Pictures; twenty-six Triangle Pictures, re-edited, re-titled, all new prints, new lithographs and advertising matter; 52 Two-reel Keystone Comedies; 52 One-reel Drew Comedies; 25 Keystone

Comedies, all re-edited, re-titled, new prints, etc., and two serials, the names and brand of which will be announced at a later date. This, indeed, is an imposing list of film material, and the exhibitor has a wide variety from which to make his choice from time to time.

Among the World Pictures will be offered such box-office magnets as Kitty Gordon, Carlyle Blackwell, Madge Evans, Montagu Love, Ethel Clayton, Louise Huff, Alice Brady, Barbara Castleton and June Elvidge.

In Metro Pictures, the exhibitor will find 52 releases and an All-star series comprising such prominent screen stars as Viola Dana, Bushman and Bayne, Bert Lytell, Ethel Barrymore, Emmy Wehlen, May Allison, Olive Tell, Emily Stevens and Hale Hamilton.

Then there is the Triangle Pictures—26 regular star releases—one every two weeks, with such stars as Belle Bennett, Olive Thomas, Roy Stewart, Alma Rubens, Taylor Holmes, Ruth Stonehouse, Pauline Stark and William Desmond, as well as other stars to be announced later.

Comedies are having a great vogue with the Canadian public. The World War has caused an unprecedented strain upon the mass of people, and they are craving for good screen comedy. The wise exhibitor will give them what they want, and cash in at the box-office. The Keystone Comedies, 26 in number, which have been re-issued, re-edited, with new paper, new prints and new advertising accessories will prove a great bet for the wise exhibitor. Such comedy stars as "Fatty" Arbuckle, Chester Conklin, Mack Swain, Charles Murray, Ford Sterling and Fay Tichner will be found in these Keystone Comedies.

The new Keystone Comedies will be continued to be released weekly, and will be up to the high Keystone standard.

Mr. and Mrs. Sydney Drew have established themselves as purveyors of clean screen humor. The one-reel Drew Comedies set a high mark in real film humor. One of these will be issued every week.

#### A Sound Policy.

The Digest believes that the Regal announcement of its selling plan and policy is one of the most important messages ever given to the Canadian film trade. Pains have been taken to impart to the exhibitors of this country the details of the startling, unique and new policies that will govern Regal for the season of 1918-1919. However, if there is any phase of the situation with which the exhibitor is not conversant, Regal will be pleased, through any of its branches in Canada, to explain in detail any individual questions that may arise from time to time.

The Regal organization, since its inception in this country, has forged steadily to the front rank, and now occupies a commanding position in Canadian filmdom. This has been accomplished largely, we believe, by the sound business methods that have been employed, and to-day Regal has an organization every member of which is "up on his toes" serving the needs of the Canadian exhibitor.

PROSPER . . . PLAY REGAL

== *FROM* ==

**REGAL**

== *TO* ==

**EVERY EXHIBITOR  
IN CANADA**

ALL WEEK . . . EVERY WEEK



PROSPER --- PLAY REGAL

**Announcement of the Plans of  
REGAL FILMS LIMITED  
SEASON 1918-1919**

ALL WEEK --- EVERY WEEK

PROSPER - - - PLAY REGAL

## THE REGAL CREED

1. We believe that, with the ever-mounting taxation, the high cost of labor, and the increased cost of every commodity which the exhibitor must buy, the film cost must be on the basis of fairness and equity.
2. We believe that no exhibitor should be forced out of business because the right kind of films, that bring the returns at the box-office, is beyond his reach because of cost.
3. We believe that we must co-operate with every exhibitor to the end that his profit must be commensurate with his investment.
4. We believe in the Star Series Plan—but only when sold at one price for all—No chain is stronger than its weakest link.
5. We believe that each week's film bill should be nearly standard and that the entire increased box office receipts of any one week should not go to pay for the special or supposed super-star picture.
6. We believe that every exhibitor has helped very largely to make the star.
7. We believe Re-issues of Stars now well-known, when sold on a let-live basis, will give the exhibitor a profit.
8. We believe that this is the time of all times when the need for co-operation is greatest.
9. We believe that you must live—for us to live.

## REGAL FILMS LIMITED

WINNIPEG  
TORONTO

CALGARY  
MONTREAL

VANCOUVER  
ST. JOHN

ALL WEEK - - - EVERY WEEK

PROSPER --- PLAY REGAL

## REGAL OFFERS YOU FOR 1918-1919

**52 World Pictures**

**52 Metro Pictures**

**26 Triangle Pictures**

**x 26 Triangle Pictures**

**Success Box-Office Attractions**

**52 Two-Reel Keystone Comedies**

**x 26 Two-Reel Keystone Comedies**

**Success Box-Office Attractions**

**52 One-Reel Drew Comedies**

**2 Serials**

**x All Re-Edited, Re-Titled, New Prints, New Lithographs  
and Advertising Matter**

ALL WEEK --- EVERY WEEK



## Live and Let Live

### To The Exhibitor Who Books Regal Service

1st --- The price for one release per week will be what you can afford to pay.

2nd---The price for two releases per week will be less than the price for each release booked separately.

3rd---The price for three releases per week will be less than the price for one or two releases booked separately.

4th---Under this selling plan the exhibitor who books his entire service from Regal will receive a substantial reduction in price.

PROSPER --- PLAY REGAL

# WORLD PICTURES

52 Releases  
One Every Week

6 Kitty Gordon

6 Carlyle Blackwell

6 Madge Evans

6 Montagu Love

6 Ethel Clayton

6 June Elvidge

x 6 Louise Huff

4 Alice Brady

x 3 Barbara Castleton

xx 3 Seven-Reel Special Productions

*x New World Stars*

*xx Two of these Specials already finished—"MASKS AND FACES"  
with SIR JOHNSTON FORBES ROBERTSON and an All-Star English Cast*

*"INSIDE THE LINES" with LEWIS STONE      A Story of the Rock of Gibraltar*

ALL WEEK --- EVERY WEEK

PROSPER --- PLAY REGAL

# METRO PICTURES

52 Releases

**ALL-STAR SERIES**  
**One Every Week**

**Viola Dana**

**Bushman and Bayne**

**Bert Lytell**

**Ethel Barrymore**

**Emmy Wehlen**

**May Allison**

**Olive Tell**

**Emily Stevens**

**Hale Hamilton**

ALL WEEK --- EVERY WEEK



PROSPER . . . PLAY REGAL

## TRIANGLE PICTURES

x 26 Success Box-Office Attractions

One Every Two Weeks

**6 FAIRBANKS**

The Lamb  
His Picture in the Papers  
The Good Bad Man  
Reggie Mixes In  
Flirting With Fate  
The Half Breed

**6 HART**

Apostle of Vengeance  
The Gun Fighter  
The Disciple  
Between Men  
The Captive God  
The Aryan

**6 NORMA TALMAGDE**

Missing Links  
Children In The House  
Going Straight  
The Devil's Needle  
The Social Secretary  
Fifty-Fifty

**3 CHARLES RAY**

The Deserter  
The Dividend  
Honorable Algy

**2 DOROTHY DALTON**

A Gamble In Souls  
Back of the Man

**2 DOROTHY GISH**

Betty of Greystone  
Little School Ma'am

**1 BILLIE BURKE**

Peggy

*x Re-Edited, New Paper, New Prints*

ALL WEEK . . . EVERY WEEK

PROSPER --- PLAY REGAL

# **TRIANGLE PICTURES**

**26 REGULAR STAR RELEASES**

**One Every Two Weeks**

**Consisting of**

**Belle Bennett**

**Olive Thomas**

**Roy Stewart**

**Alma Rubens**

**Taylor Holmes**

**Ruth Stonehouse**

**Pauline Stark**

**William Desmond**

**(And Other Stars to be Announced)**

ALL WEEK --- EVERY WEEK

PROSPER . . . PLAY REGAL

## KEYSTONE COMEDIES

x 26 Success Box-Office Attractions

One Every Two Weeks

**8 FATTY ARBUCKLE**

Fickle Fatty's Fall  
The Village Scandal  
Fatty and Broadway Stars  
Fatty and Mabel Adrift  
He Did and He Didn't  
Bright Lights  
His Wife's Mistake  
The Other Man

**3 CHESTER CONKLIN**

Saved By Wireless  
Dizzy Heights and Daring  
Hearts  
Bucking Society

**3 MACK SWAIN**

His Auto Ruination  
His Bitter Pill  
Ambrose Cup of Woe

**4 CHARLES MURRAY**

A Game Old Knight  
Her Painted Hero  
The Great Vacuum  
Robbery  
His Hereafter

**4 FORD STERLING**

Following Father's Foot-  
steps  
His Wild Oats  
His Lying Heart  
Pinched in the Finish

**4 FAY TINCHER**

On the Two O'clock Train  
Love's Getaway  
Laundry Liz  
Calico Vampire

*x Re-Edited, New Paper, New Prints*

ALL WEEK . . . EVERY WEEK



PROSPER --- PLAY REGAL

# KEYSTONE COMEDIES

**52 Releases**

**One Every Week**

**Up to the Usual Keystone Standard**

# DREW ONE-REEL COMEDIES

**52 Releases**

**One Every Week**

**Starring MR. & MRS. SYDNEY DREW**

ALL WEEK --- EVERY WEEK

PROSPER --- PLAY REGAL

**DURING THE YEAR 1918-1919**

**We will release**

**2 SERIALS**

**Now being produced and  
to be announced shortly**

ALL WEEK --- EVERY WEEK

PROSPER . . . PLAY REGAL

## WE SAY:---

1st --- Weigh carefully the times and conditions.

2nd---Compare our box-office values with those of all other releasing Companies.

3rd---Consider our live and let-live policy.

4th---Consider our graduating selling plan.

5th---Write, wire or telephone the nearest Regal Branch for the selling plan that will fit your theatre and pocket.

ALL WEEK . . . EVERY WEEK

(Fill in Clip and Mail)

**REGAL FILMS LIMITED**

**WHAT IS YOUR PROPOSITION FOR**

.....*Theatre*

.....*Town*

.....*Province*



PROSPER . . . PLAY REGAL

## REGAL BRANCHES

---

TORONTO	- . -	21 Adelaide St. West
MONTREAL	- -	31 McGill College Ave.
ST. JOHN	- -	67 Dock Street
WINNIPEG	- -	445 Main Street
CALGARY	- -	414 McLean Block
VANCOUVER	- -	404 Orpheum Block

ALL WEEK . . . EVERY WEEK

PLACE  
STAMP  
HERE

**REGAL FILMS LIMITED**

**Head Office:**

**21 Adelaide Street West**

Digitized by Google

Toronto, Ontario

Original from  
NEW YORK PUBLIC LIBRARY

PROSPER ... PLAY REGAL

---

---

# REGAL

---

---

ALL WEEK ... EVERY WEEK

PROSPER --- PLAY REGAL

---

---

# REGAL

---

---

ALL WEEK --- EVERY WEEK



# The Light That Gives Maximum Definition



## The Negative Carbon That Insures Perfect Projection

*The National Silvertip combination gives:*

1. A strong, penetrating light. This light source has the highest intensity of any of the known illuminants used for motion picture projection.
2. Absolutely steady screen illumination free from flickering shadows. The small diameter of the Silvertip prevents the arc from wandering, thereby eliminating the flicker and negative shadows.
3. Pure white light. The light of the Columbia Silvertip arc is an exact duplicate of daylight and brings out clearly the gradations of fine in the picture.
4. High current carrying capacity. The Silvertip is heavily plated, making it capable of carrying the heavy currents used in projection without harmful heating.

*NOTE: Silvertips are for Direct Current only.*



### For Alternating Current Projection

To obtain maximum screen definition on alternating current use White A. C. Special Carbons.

No change in equipment necessary.

**SEND TODAY FOR OUR FOLDERS**

## **CANADIAN NATIONAL CARBON CO., Limited**

**Toronto - - - Ontario**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# **“Annexing Bill”**

A Girl x a Sweetheart  
x \$1,000,000 = ?

— BOOK —

**Gladys Hulette**  
AND  
**Creighton Hale**



In The Fast-Moving Romance of The Year

---

We Have Made Arrangements to Handle

## **“MORAL SUICIDE”**

FOR CANADA

Release Date to be Announced Later

---

## **“HANDS UP”**

With

**RUTH ROLAND**

In a Wonderful Serial to be Released in August

— HOLD DATES —

---

**SPECIALTY FILM IMPORT Limited**

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

# KINDLY WAIT---

---

We expected to announce our new policy by now, but added agreements made recently with other STARS have delayed our plans. In a week or two we will be ready to announce our arrangements, so wait before signing Contracts

---

# BE PATRIOTIC---

---

THE BRITISH GOVERNMENT would like to see the  
**OFFICIAL WAR OFFICE NEWS**

In every THEATRE in CANADA  
This news shows the latest events  
at the front and in England.

Every family wishes to see this  
NEWS every week, so make arrangements at once.

Fill your other dates with

**Pathe News and Pathe English Gazette**

---

<b>Branches:</b>	ST. JOHN	CALGARY	VANCOUVER
	TORONTO	MONTREAL	WINNIPEG

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# It's purely a business proposition!

## Will you show ALL of these Paramount and Artcraft Pictures

(Nationally Advertised)

### July Releases

#### PARAMOUNT

"MISSING"	-	-	J. Stuart Blackton Production
"LOVE'S CONQUEST"	-	-	- Lina Cavalieri
"VIVIETTE"	-	-	- Vivian Martin
"RESURRECTION"	-	-	Pauline Frederick
"THE BRAVEST WAY"	-	-	Sessue Hayakawa
"THE FIREFLY OF FRANCE"	-	-	- Wallace Reid
"A DESERT WOOING"	-	-	- Enid Bennett
"SANDY"	-	-	- Jack Pickford
"THE KAISER'S SHADOW"	-	-	- Dorothy Dalton
"HER FINAL RECKONING"	-	-	Pauline Frederick

#### ARTCRAFT

"A DOLL'S HOUSE"	-	-	- Elsie Ferguson
"SAY, YOUNG FELLOW"	-	-	Douglas Fairbanks
"HIT-THE-TRAIL HOLLIDAY"	-	-	George M. Cohan
"HOW COULD YOU, JEAN?"	-	-	- Mary Pickford

—or don't you care about making  
money?

CANADIAN DISTRIBUTORS

Famous Players Film Service,  
Limited



TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER



Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

## "Scenario the Main Thing" Declares Paul Brunet, Pathe Vice-President

Basing his statements upon his knowledge of the policies that have made Charles Pathe the biggest international figure in the film world, Paul Brunet, vice-president and general manager of Pathe Exchange, Inc., in an important interview last week—the first he has granted since assuming office—revealed the ideas of Mr. Pathe as reflected in the plans of the American company.

"The remarkable business system of the French Pathe company is evidence that it is an opportunity and a privilege for us to follow the policies, outlined by Mr. Pathe and properly adjusted to American conditions," said Mr. Brunet.

"His experience in the motion picture business cannot be doubted, and, contrary to what is true in most industries, that of the motion picture, according to him, does not lend itself to a combination of the elements that compose it. Manufacturing and distribution are industries and commercial propositions more or less to be compared to some existing organizations, but the production end is entirely different. By 'production,' I mean the scenario writer and the director, who at least must keep their own individuality.

"Only with difficulty is art commercialized, as well as fancy and originality, which are the bases of the motion picture industry, and those who would believe the contrary are wrong, especially if they also believe that it will

suffice for them simply to obtain contracts with celebrated artists in order to result in the ultimate success of their company and prosperity in their business.

"Whatever his or her fame, there is no star capable of being worth the amounts required in producing the negative, if the scenario is only mediocre.

"Therefore, the scenario, which is the main point, is the brain-substance of individuals, who only with difficulty can be secured and associated and whose output cannot be forced and increased at will, even with much money.

"Each scenario writer associated with his producer, and perhaps with the star, will always find a distributing concern to release interesting productions which will consent to give him the support of its exchanges and will rent the picture under conditions which will suit him best, the result being in accordance with the quality of the film.

"Mr. Charles Pathe goes further, and holds that this is the future method of exploiting motion pictures. It is only when the majority of our big men of the motion picture industry will have admitted this theory, that we will see the cessation of a chaotic situation in our industry, the crisis of which is in large part due to the exaggeration of capital which is called upon inconsiderately with the view of combining elements of the business which should remain divided.

ped. After the war, there will be quite a few large houses based on the American plan.

"American films dominate the market. There have been a few British films which were not at all satisfactory. The people like especially news weeklies. They are particularly interested in the weeklies showing American war preparations and there are no films more popular than these."

### SELLING PLANS COMPLETED

Selling plans for the series of Sessue Hayakawa specials, produced by the Haworth Pictures Corporation and to be distributed through exchanges of the Mutual Film Corporation, have been completed at a series of conferences between Haworth representatives and officials of the Mutual held in the office of James M. Sheldon, president of the Mutual, Chicago.

September 1 has been selected as the date when the first of the Hayakawa specials will be available for pre-release. The succeeding pictures, eight in all, will be available at Mutual exchanges.

Some novel and original experiments have been made in the preparation of the paper to fulfill the theatre's demand for "something new." Two sets of one sheets and two sets of three sheets will be furnished. Sixes, sixteens and twenty four sheets will be supplied, in addition to a vast quantity of other material necessary to the exploitation of production of high quality.

## To Co-operate With Officials

### Theatres to Advertise New Victory Loan on Business Basis

Important developments are being considered by the Ontario Motion Picture Exhibitors' Protective Association.

It has been proposed that, in connection with the flotation of the 1918 Victory Loan in Canada this fall, all exhibitors will co-operate with the Dominion government on a business basis. It is pointed out that all motion picture theatres can be used for definite advertising purposes. Last year the government took advantage of the existence of the theatres to ask many favors for which nothing in return was received by the theatres from the government.

The authorities paid commissions to appointed canvassers and others while practically all advertising was done on a regular business arrangement. The cost of this work ran rather high. The exhibitors' association now desires to enter into an agreement with the government for definite advertising in which both the theatre fronts and the screens would be used and during which patrons would be systematically canvassed. It is argued that a great deal of the work could be done in this way at less cost than was encountered one year ago.

### Handle War Tax Tickets.

The Ontario association also proposes to handle the provincial war tax tickets through the secretary of the organization. These tickets are now sold to exhibitors by exchanges and others who secure a commission of one per cent. on the face value of the tickets. If the association secures the privilege, tickets will be obtainable just as conveniently and the organization will also secure the commission.

It has also been suggested that the whole province be divided into districts to conform with the electoral ridings represented in the provincial legislature. This has been suggested as a plan that would enable theatre managers to keep in close touch with local representatives in the legislature.

Whenever it is necessary to institute a campaign for a reform or redress of any kind, theatre men in any one district could wait upon or communicate with the local member of the legislature. In this way all legislators of the province would be reached and the full weight of the association's membership could be used throughout its jurisdiction.

One of the prime movers behind these suggestions is Manager W. F. Sexton of the Family Theatre, Toronto. He, with other members, believes that the steps proposed would increase the general value of the association considerably.

Al. Ray and Herbert Harron met in the handball courts at the Los Angeles Athletic Club in a series of games the other day, and Bobby won all of them. Al. has not been able to beat Griffith's find as yet in any of their many games, and will probably admit, if it keeps up, that Bobby is a bit the better player.

## Australia Has Too Much Film

### Film Conditions, However, Are Good in This Far-off Country

Film conditions in Australia were never in a more flourishing state, according to Horace T. Clarke, representative of David P. Howells in the Commonwealth. Mr. Clarke is in a position to speak with a first-hand knowledge of affairs in the trade there, having arrived in New York recently.

Mr. Clarke says that there is one-third too much film in the market in Australia but that in spite of that handicap, exhibitors are more than holding their own. He said:

"I see a wonderful growth in the business after the war. Of a population of 5,000,000, Australia has given 400,000 in voluntary enlistment. Naturally, with such a percentage of our audiences gone, there would be a detrimental effect upon the business. People want light entertainment as a rule to lift the war burden from their shoulders.

"The surplus of film places the exhibitors in a better position, for the exchange men cannot afford to charge exorbitant prices for rentals when there is such a variety. The Government is not allowing capital to be invested in the building of picture houses and therefore several enterprises have been stop-



# PROJECTION DEPARTMENT

## PROJECTION SPEED.

Mr. E. L. Leach, Swift Current, Sask., Canada, inquires: "The old original time for projecting 1,000 feet of film was prescribed as 15 minutes. This, I suppose, was figured from patrons' judgment as well as from the theatre end."

"Several of the best film producers are, however, sending out advertising matter on which is printed 'use 14 minutes only for projecting 1,000 feet.' What is your opinion in the matter? Fifteen minutes per 1,000 feet means about 60 crank-revolutions per minute, and 14 minutes per 1,000 means about 70 crank-revolutions per minute, does it not?"

Comment: Our stand in the matter of projecting speed is, and always has been, that the action in each and every subject exhibited should be interpreted in the most natural and lifelike manner possible, and in carrying this recommendation into practice the operator cannot lay down any definite time in which to project 1,000 feet, because the projecting speed will have to be varied many times in order to properly portray the

various scenes contained within that length of film.

It is, however, very easy to determine the rate at which the film passes through the projector if we know the length of the film and the time in which it was projected. By dividing the length of the film (here assumed to be 1,000 feet) by the time (in minutes) in which it was projected, we get the rate of projection in feet per minute, or crank-revolutions per minute (both meaning the same, as one crank-revolution corresponds to the passage through the projector of one foot of film).

We, therefore, have for the screen-time 14 minutes per 1,000 feet, 71.4 feet per minute as the rate of projection, and for 15 minutes per 1,000 feet we have 66.66 feet projected per minute, while at the commonly recommended projection rate of 60 feet (or crank-revolutions) per minute, it takes 16.66 minutes to project 1,000 feet of film. These few examples will serve to show any operator how he can calculate screen-time when any two of the involved factors are known.—From Motion Picture News.

## THE FORUM

This department is open for the correspondence of anyone without reserve.

Mr. John Kay, proprietor of the New Grand Theatre, Ridgeway, Ont., writes the following letter to Mr. Peck, and wants to know why the exhibitors of Canada don't get together into a national body for their mutual interests. Read the letter—you'll find it interesting.

New Grand Theatre,  
Ridgeway, Ont., July 2, 1918.

Editor The Digest,  
Toronto, Ont.

With great pleasure I enclose coupon clipping from your valuable publication, and sure must express my opinion that it is just about time the moving picture exhibitors of Canada were awakening to the fact that conditions demand proper representation as an association, and not as a "one-horse business" that is non-essential. While I am not criticizing the present organization, I fail to see anything done by it that would warrant my support as an exhibitor, maybe "Peep" is the motto instead of "Pep" (in the past).

Although the house that I am operating is not an "Allen II," I feel I am justified in stating, through co-operation on the part of all exhibitors, regardless of great or small, the Canadian exhibitors could be represented as a body, which in view of the vastness of the organization, could bring proper pressure to bear in protecting the interests of all concerned, and not merely by a few from "here and

there" who are only interested in matters that pertain to their own houses.

Would say in passing that the Star Theatre at this town is no more, having been supplemented by this theatre. I am not on your mailing list, but I receive all correspondence addressed to the Star.

Don't write back and ask why I don't get in and help support the present exhibitors' organizations. I have been in the business in this country but for the past six months, and have been endeavoring to ascertain as to the extent of this association, but without success. Perhaps some day the necessity of such an association will come to light (now) and we will hear more about its good work, as it seemed to be conspicuous by its absence at Ottawa when the reel tax was "put over" on us, although the exchanges were "on deck" with attorneys, also men of the calibre of Jesse Lasky re footage tax.

The fifteen-cent reel tax recently imposed by the government on all moving picture theatres in the Dominion of Canada is not meeting with favor at the hands of the small-town exhibitor. The Digest has received several letters from the small-town man, who complains that the tax is not imposed on an equitable basis.

The latest letter to be received by The Digest is from Mr. A. J. Mason, a well known small-town exhibitor of the Maritime. Mr. Mason operates the Opera House, Wolfville, N.S.; the Empire Theatre, Hantsport, N.S.; and the Princess Theatre, Moncton, N.S.

Mr. Mason is evidently in a position to know whereof he speaks, and his letter, which is herewith published will

doubtless be read with considerable interest by the small-town exhibitors of Canada.

The Digest would be pleased to hear from other exhibitors on the subject of the 15 cents per reel tax.

Editor, The Digest;

Being a close reader of your very valuable trade publication, I take the liberty of asking you to publish a few lines regarding this new fifteen cent tax, and the bearing it has on the business of the small-town exhibitor.

As you all know this tax is the same to all exhibitors, both large and small, and today, anyone using the special productions, with regular weeklies and educational or comedy reels, this amounts to a considerable extra tax, which is added to the already high overhead expenses each week.

To my mind, the small-town exhibitor suffers considerably more from this reel tax than the large city exhibitors.

The small-town exhibitor, to make ends meet has to do most of the work himself around the theatre and hire as little help as possible. Now this 15 cent tax hits the small-town man mighty hard, whereas the larger city houses may be able to curtail the expense list to offset this additional tax, and not be inconvenienced to so great a degree as the small-town exhibitor.

While we all, no doubt, must pay the tax, still I feel that this 15 cent tax should be graded according to the population of each city or town.

I would like to hear what some of our other small-town exhibitors have to say upon this subject, and I would also like to have you give us your own opinion on this suggestion.

With best wishes for your continued success, believe me to be

Yours very truly,  
A. J. Mason.

Are you looking for the "meat" in the nuts that the wise men crack?

Phone College 7262

**WM. P. COVERT**

BUSINESS REPRESENTATIVE

MOVING PICTURE MACHINE  
OPERATORS LOCAL No. 173

Toronto,

Canada



# Exhibitors' Film Reports

## A Department to Help Canadian Exhibitors Get a True Angle on Current Pictures

### EXHIBITORS' FILM REPORTS.

This is a department for you, Mr. Canadian Exhibitor. You are swamped each week with bundles of "press bunk" concerning features, "super-features" and "master super-features." What you want, however, are the true facts about a picture—what your brother-exhibitor really did with it in his theatre. This information is worth dollars and cents to you.

Every exhibitor who sends in his weekly film reports is helping himself as well as the "other fellow." He will tell his fellow-exhibitor the truth concerning the pictures he ran, and they, in turn, will give him the information so vital to his success.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.

### EXHIBITORS' OWN REPORT.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.

Title .....

Stars .....

Released by .....

Number of reels .....

Manager .....

Theatre .....

Town or City .....

Remarks .....

Title .....

Stars .....

Released by .....

Number of reels .....

Manager .....

Theatre .....

Town or City .....

Remarks .....

## Exhibitors' Film Reports

"OVER THE TOP," Sergt. Empey and James Morrison (Vitagraph), nine reels. A record breaker for the house at 25 cents a throw. They fought to get in at every performance. Grand Opera House, John Powell, owner, Barrie, Ontario.

"WOLVES OF THE RAIL," William S. Hart (Famous), five reels. Can't beat it, full of ginger from start to finish; we did good business with it and so can you. Grand Opera House, John Powell, Barrie, Ontario.

"CLEVER MRS. CARFAX," Julian Eltinge (Famous), five reels. Business satisfactory, story was good, and star's unique impersonations always please. J. S. Smart, Royal Opera House, Port Hope, Ontario.

"JACK AND JILL," Jack Pickford and Louise Huff (Famous), five reels. Star a favorite, picture drew well, and seemed to suit the popular taste, although not exceptional production. Mr. J. S. Smart, Royal Opera House, Port Hope, Ontario.

"THE LITTLE AMERICAN," Mary Pickford (Famous), six reels. Did good business with this one, picture was fine, acting great, and plenty of action. Mr. L. Kennedy, Lyceum Theatre, Wingham, Ontario.

"MAN'S WOMAN," Ethel Clayton (Regal Films), five reels. Did fair business with this one; picture only fair, up to Brady standard. L. Kennedy, Lyceum Theatre, Wingham, Ontario.

"THE YANKEE WAY," George Walsh (Fox), five reels. Fair business with this production, picture good, star draws well in this town. Mr. L. Kennedy, Lyceum Theatre, Wingham, Ontario.

"WILD YOUTH," Stuart Blackton production (Famous), five reels. This proved to be a pleasing offering for our patrons. The story was a good one, and most excellently pronounced. Mr. F. H. Kane, U-Kum Theatre, College Street, Toronto, Ontario.

"M'LISS," Mary Pickford (Famous), five reels. Little Mary is always popular with our clientele, both star and story was good, and the production pleased. Mr. F. H. Kane, U-Kum Theatre, College Street, Toronto, Ontario.

Lloyd Hamilton is now on his fifth comedy for the William Fox-Sunshine Comedies, and is again appearing without his mustache in his new picture. It rather looks as if "Ham" was going to put his famous mustache up in camphor balls for the summer months at least. He liked playing without it much more than when he wore it after viewing his last Sunshine Comedy, so decided that he would abandon it altogether. It is very much easier for him to get his stuff over when his expression is not handicapped by a false mustache, is the way he figures it out.

You need The Digest in your business. It's Canada's only trade paper, and fills a long-felt want. Have you sent in your One Dollar William yet?



# STORIES OF THE PLAYS AND PLAYERS

## ALL READY FOR MARION DAVIES' SECOND PICTURE.

Work on Marion Davies' second Select Picture will begin on July 1st. The present plan is to do the studio scenes in the Norma Talmadge studio in East 48th Street. Julius Steger will have entire charge of the production, and A. G. Barlatier will do the camera work. Mr. Steger has been busily at work on the script for this picture for the past three weeks, and now has material in readiness. He predicts that once work is begun, the second of Marion Davies' Select Pictures will be made without loss of time.

Mr. Steger promises a big surprise in this new Davies picture. The story, which as yet has been given no title, is an adaptation from a well-known work, and contains a big thrill. It is right up to the minute, and has a decidedly patriotic flavor. Mr. Steger is at present busily engaged in selecting a company, the personnel of which will be the subject of a later announcement.

Backed by a wonderful campaign of publicity, unusual success has greeted the early showing of "Cecilia of the Pink Roses," both in the first-run houses and in the neighborhood theatres. Marcus Loew, who played this attraction throughout his circuit in Greater New York for two weeks, the first of which was coincident with the picture's showing at the Rivoli Theatre, has already reported to the Select Pictures Corporation, that his business was highly satisfactory, and in some cases set new records in his houses.

## FILMING "PRIVATE PEET"

### Famous Players-Lasky to Picturize War Story.

The Famous Players-Lasky Company have placed the soldier-author of "Private Peet" under contract and are busy making a feature which is to be released some time in September as a special. The picture is being made at Fort Lee and a number of scenes were taken last week at Camp Devens. Walter N. Lawrence sold the rights and arranged the contract with Famous Players-Lasky.

Bessie Barriscale has another new dressing room, this time at the Brunton studios. This one is a suite, and Miss Bessie has the rooms papered with rose-pink and silver and boasts dull white "basket" furniture. Friend husband is framed on the wall in several poses and a Pekinese dog with an unpronounceable name keeps watch and guard. It is all very restful and pretty, a lot more so when the little lady is there herself. She is never idle and when she is not studying her stories she is sewing or knitting. "Just as well have it pretty and comfy," says Miss Bessie, "I spend a lot of my life here."

Mary Anderson now considers that her home near the ocean at Santa Monica, California, is complete at last. She had the carpenters build a dog house the exact reproduction of her bungalow, only on a much smaller scale, of course, and she now has her two prize-winning Airedale dogs, "Bullets" and "Givie," guarding her house. One look at these fine specimens would be enough to warn anyone to "keep away."



Sergt. Arthur Guy Empey in Vitagraph's master production, "Over the Top."

M. P. No. 7

## TO WORK ON COMEDY.

### Bushman and Bayne Plan to do Series of Sparkling Farces.

Francis X. Bushman and Beverly Bayne have placed in production at the Metro studio a new comedy screen drama by Corporal Luther A. Reed, at present entitled "Both Members." Charles J. Brabin is directing the new feature, which will be produced in five acts. George A. McGuire is assistant director, and R. J. Bergquist is responsible for the photography. "Both Members" will have the personal supervision of Maxwell Karger, manager of productions.

The new feature is of the type of brilliant comedy in which the co-stars have put forth their best efforts and achieved their splendid results, notably in "Red, White and Blue Blood," "The Brass Creek," and "With Neatness and Dispatch." The first-named of these was directed by Mr. Brabin, who has been singularly successful in his work with Mr. Bushman and Miss Bayne. The Corporal's story provides congenial roles for both co-stars, and incidentally gives more than a glimpse into the realm of high finance.

Modern scenes and settings will be used in "Both Members," New York City and Westchester County being the locations selected. Beautiful exterior

scenes will be shown, and the action passes through various neighborhoods of the metropolis, from the tenements of the lower East Side to the country home of the wealthy. However, the busy, and not the idle rich, is the type of millionaire represented.

## GLADYS HULETTE AND CREIGHTON HALE IN "ANNEXING BILL" IS COMING.

Pathe presents Gladys Hulette and Creighton Hale in "Annexing Bill," a romantic comedy by Tom Cushing, based upon the novel by Edgar Franklin, author of "More Trouble," etc. Billy ..... Creighton Hale  
Enid Barwell ..... Gladys Hulette  
George Frayne ..... Mark Smith  
Mrs. Frayne ..... Margaret Greene

"Annexing Bill" is a fine-flavored light comedy of the romantic and winsome Gladys Hulette and her co-star, Creighton Hale, have the most pleasing and altogether delightful picture-play of their respective screen careers in Edgar Franklin's cleverly written play.

In the first place, Enid Barwell is an art student with no money. Billy is in love with her. He is a young lawyer just starting on what promises to be a splendid career. Then a ship founders, and it is reported that a maiden aunt of Enid's is lost. Enid is her sole heiress, and is notified that a million dollars awaits her. And Billy firmly declares he will not marry her.

Enid is very much in love with Billy, and the mere matter of a million dollars standing between her and happiness is promptly disposed of. He plans to hand over her new fortune to a friend's husband, who is notoriously unsuccessful in investments. The transfer of the money is just about to be consummated, when lo! there appears upon the scene the aunt who was believed to have been drowned.

It seems that all is well now with the young lovers, when it is suddenly discovered that the pseudo aunt is really an imposter, and that Enid is really in possession of the million dollars after all.

How the tangle is straightened out and true love comes into its own is ingeniously depicted in the concluding chapters of "Annexing Bill."

Clarence Badger, who is now directing Madge Kennedy in her latest Goldwyn feature, certainly produced a winner in "The Venus Model," with Mabel Normand. The critics have been unanimous in their praise and the National Board of Review has recommended it highly, saying in their report: "Entertainment value, good; dramatic interest of story, good; coherence of narrative, good; acting, good; photography, good; technical handling, good; scenic settings, good; moral effect, good." Every angle of the production has been praised by them. Keep up the good work Clarence.



# ADVANCE NOTICES FROM THE EXCHANGES

## "HOUSE OF HATE" HAS STRONG ENDING.

Pathe announces the impending release on the final episodes of Pearl White's greatest serial success "The House of Hate." There are twenty episodes in this remarkable mystery story in which Miss White, Antonio Moreno, and a large supporting company appear. The last chapter gives a strong patriotic twist to the story.

The element of mystery has been supplied by a character called "The Hooded Terror" and the thrills and suspense has been plausibly and entertainingly sustained right down to the 20th and concluding episode.

How Pearl White and Antonio Moreno defeat the machination of The Hooded Terror's gang, and bring upon them swift and remorseless retribution is told in the last episodes.

## NINE PICTURES UNDER WAY

Nine production are now in work under the William Fox banner, companies being busy both in the east and on the Pacific Coast.

At Hollywood, Cal., J. Gordon Edwards is progressing on the super-production, "The Message of the Lilies," for which a new title is to be selected. William Farnum is busy on "The Rainbow Trail;" a new name "The Fallen Angel" has been chosen for "You Can't Get Away With It," the Gouverneur Morris story, which Jewel Carmen is making at Hollywood. Gladys Brockwell is working on "Kultur," Tom Mix has just completed "Fame and Fortune" and is about to begin on a new production.

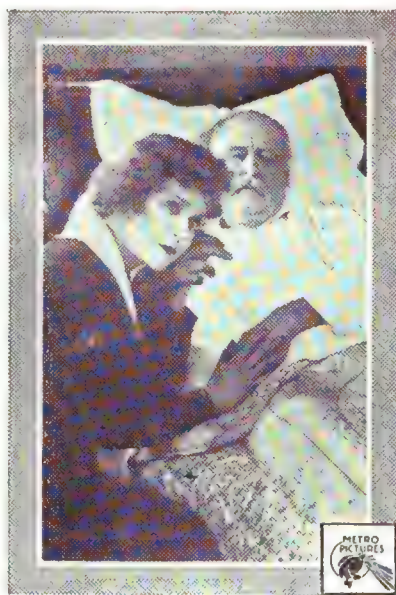
In the East Virginia Pearson, who has completed "Her Price," has plunged into work on a production which at present bears the title, "The Allen Strain," Peggy Hyland, after a brief rest, has begun work on "Bonnie Annie Laurie," and George Walsh has about completed a picture entitled "Yankee Doodle Dandy." Other productions are under way under the direction of R. A. Walsch and Richard Stanton.

## TWO-REEL SUBJECTS.

Universal announces that a splendid series of thrilling two-reel Western and railroad dramas are now open for bookings in Ontario and Quebec, as well as the Maritime Provinces. Universal characterizes them as "five reels of hurricane action boiled down into two—with every foot a thrill."

There has been a remarkable scarcity of good two-reel subjects, and this announcement by Universal concerning what they have to offer will doubtless be met with a ready response from the Canadian exhibitors. In these two-reel subjects are such well-known stars as Neal Hart, Helen Gibson, Mignon Anderson and Kingsley Benedict.

Claire DuBrey had a busy time, all during the past week, visiting the various eating places in Los Angeles after the day's work at the Diando-Pathe studios. Claire has been jotting down in her notebook for some time the names of different restaurants that she would hear her friends speak well of, and so last Monday started in and went to them all. She says that some of her friends were right, but the others must have no sense of taste.



MAY ALLISON in  
"SOCIAL HYPOCRITES"

## ANOTHER PRODUCTION.

Select Picture to Follow "The Safety Curtain" Will be from Pen of George Scarborough.

After a rest of about two weeks, most of which period was devoted to the cutting and titling of her latest Select Picture, "The Safety Curtain," Norma Talmadge has begun the making of her next production in her own studio at East 48th Street, New York City.

The story of this picture is from the pen of George Scarborough, the well-known playwright, whose dramas have had successful Broadway presentations. One of these is "The Heart of Wexona," produced by David Belasco. "The Lure," from Mr. Scarborough's pen, created a sensation when it was presented under the management of the Shuberts in New York City, where the piece remained for an entire season, after which it enjoyed a long life on the road. Mary Murillo, who has become Scenario Editor for Norma Talmadge, has prepared the script of the new photoplay, being assisted by Sydney A. Franklin, Miss Talmadge's director.

## TWO-REELER HAS ITS DAY.

O. Henry Story, Rivoli Feature, Demonstrates Value of Short Length Subjects, Says General.

Broadway, the home of de luxe pictures, was treated to a distinct innovation in picture showmanship during the week of June 23, when S. L. Rothapfel, of the Rivoli Theatre, departed from customary channels to present a novelty program consisting of short subjects, of which General Film O. Henry story, "Sisters of the Golden Circle," was the featured photoplay. And if the enthusiasm and interest shown by the large crowds in attendance each day can be taken as a criterion, Broadway liked the experiment well enough to make it a highly paying innovation.

"The splendid reception given the two-reel O. Henry story at the Rivoli is sufficient evidence of the merit of the good two-reeler as a program maker," said a General Film official in discussing the unique program. "Until Mr. Rothapfel gave this plan a trial, Broadway would have laughed at the idea of giving a two-reel subject the place of prominence on a first run program. Wisacres have contended for many months that the day of the short length feature is returning, and that before long two-reel photoplays will again enjoy the prominent position they held in the days before the five, six and seven-reel features came into vogue. If the success of the Rivoli program is any criterion, that day is not far distant."

## LOEW HOUSES DO WELL WITH "CECILIA OF THE PINK ROSES."

Marcus Loew has reported personally to President Lewis J. Selznick, of the Select Pictures Corporation, that the showing of Marion Davies' Select Picture, "Cecilia of the Pink Roses," in the Loew chain of theatres in Greater New York, attracted unusually good business to these houses. Mr. Loew expressed himself as well pleased with the results attained with Marion Davies' first production. As a box office attraction the picture had exceeded all expectations, Mr. Loew told Mr. Selznick.

"Cecilia of the Pink Roses" was given a seventy-day run in Loew's houses throughout the greater city. The first days of this run were coincident with the showing of the picture at the Rivoli Theatre, New York, but another week was consumed before the playing of the picture was completed. Mr. Loew expressed the belief that there had been no diminution in attendance at his theatres on account of the presentation of the same attraction at the big Broadway playhouse during the same period.

Advertising is the yeast that makes the patronage rise.



## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**AT LIBERTY**—Experienced violinist in moving picture work. Apply Studio 8 Heintzman Bldg., or phone Hillcrest 3690, Toronto. 3t

**EXPERIENCED LADY PIANIST**, A. F. of M., G. S. M., London, England, desires re-engagement in good moving picture theatre; Alberta preferred; can thoroughly cue the pictures. Address X. Y. Z., care Mrs. J. Moorey, Ewelina, via Macleod, Alta.

**FOR SALE**—Moving picture business, well located and equipped; seating capacity around 300; showing good returns; price \$1,650. Apply Box 101, The Digest, 326 Spadina Avenue, Toronto.

**FOR SALE**—One Powers Six machine, almost new; one standard motor drive, d.c.; one Edison exhibition model, all complete with lenses and rheostat, and two d.c. picture plants, consisting of dynamos and engines. All the above equipment is in excellent condition and will be sold at a bargain. Apply to C. A. Nelson, Star Theatre, Hartland, B.C. 3t

**POSITION WANTED**—Licensed operator desires position; has eight years' experience; please mention best terms. C. A. Nelson, Carleton Co., Hartland, N.B. 3t

**FOR RENT OR SALE**—Morrison's Star Theatre, Meaford Ont.; possession at once; seating capacity 300; everything in good shape; good reasons for selling; will rent building, furnishings, including piano, chairs, and Powers 6B machine, motor driven. J. A. Morrison, Box 125, Meaford, Ont.

**WANTED**—Exhibitors, film exchange men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.



**WILLIAM DUNCAN** in "A FIGHT FOR A MILLION"

**FOR SALE**—Moving picture business, well located and equipped; seating capacity around 300; showing good returns; price \$1,350. Apply Box 101, The Digest, 326 Spadina Ave., Toronto.

**FOR SALE**—One Walberg and Augh glass crash; absolutely new; listed at \$12.00, will sell for \$5.00, as we have two of them; f.o.b. Simcoe. Apply Fred R. Pursel, Lyric Theatre, Simcoe, Ont.

**FOR SALE**—One set J. C. Deagon's "Steel Marinaphones," on floor rack, with resonators; low pitch; two octaves only; price \$25.00, f.o.b. Simcoe. Apply Fred R. Pursel, Lyric Theatre, Simcoe, Ont.

**FOR SALE**—One set of "Parsifal" steel orchestra bells, J. C. Deagon make; with resonators; two octaves, G to G; low pitch; in perfect condition; price \$20.00, f.o.b. Simcoe. Apply Fred R. Pursel, Lyric Theatre, Simcoe, Ont.

**WANTED**—Ticket chopper in good condition; state cost price. Royal, Port Hope, Ontario. (1)

**WANTED**—Moving picture business in Toronto; state equipment, capacity, location and price, and length of lease in first letter. Box 100, Canadian Moving Picture Digest.

**FOR SALE**—One Powers Six machine, almost new; one standard motor drive, d.c.; one Edison exhibition model, all complete with lenses and rheostat, and two d.c. picture plants, consisting of dynamos and engines. All the above equipment is in excellent condition, and will be sold at a bargain. Apply to C. A. Nelson, Star Theatre, Hartland, N.B. 3t

**EXPERIENCED MANAGER** and projection expert desires engagement in house where ability will be recognized; twelve years' experience (ten years with one firm); no engagement too big nor too small, providing you are willing to pay for results; will go anywhere in Canada, but must have absolute control. Reply to "Live Wire," care The Digest, 326 Spadina Ave., Toronto, Ont.

### CHANCE TO SPEND HONEYMOON AT MOVIES.

Omaha, Neb.—A. Stevens, wealthy Nebraska rancher, wants a wife, and he also wants it known that he can spend his money, just like an exhilarated mariner when it comes to patronizing the movies. In a letter to the Omaha police department he says he is tired of living alone.

Stevens does not object to a widow, providing she has only one child. The rancher adds that he owns a flivver, and makes frequent trips to town and goes to the movies. He adds that even a "two-bit" ticket for the movies isn't too steep for him.

Harry Dunkinson, Universal actor, is prominently cast in the forthcoming production called "The Brass Bullet," an eighteen-episode serial starring Junita Hansen. Ben Wilson is directing.

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay you to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

**WID'S FILMS & FILM FOLK, Inc.**

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!



## Toronto Film Folk Entertain Patients at Whitby Military Hospital

Sunday, July 7th proved to be a red letter day for the patients at the Whitby Ontario Military Hospital. A regiment of film folk, many of which were from the Allen Theatre and film exchange organization, under the dashing leadership of S. B. Taube, swooped down upon "Fort" Whitby, captured the first line trenches with ease, and then marched victoriously into the town.

Then the fun started. There was a baseball game, a bang-up vaudeville show and moving picture exhibition for the hospital patients, and everybody declared that they had the time of their young lives.

Among the guests were Mr. Jule Allen and party, Mr. Al. Melville, Mr. J. B. Cronk, "Wally" Green and Luigi Romanelli, all of the Allen Theatre, Toronto; F. R. Lennon, of the Universal was on hand with a party of six friends; John Colleton, the genial manager of the Specialty Film Import, Limited, Toronto; and Tom Byerle were also seen enjoying themselves. Mr. H. Shephard of the Connaught Theatre, Mimico, Mr. Herb. Allen, Mr. Rosenfeld, Mr. Ab. Cass, and Mr. William Melody of the Famous Players Film Service also helped to make the affair a success.

The surprise of the day was the ball playing and batting of Jule Allen. He modestly declared that he had not played ball for years, but the manner in which he batted the sphere and performed in the field would make Ty Cobb jealous with envy. Mr. Myers of Marcus Loew's New York office, accompanied by Mrs. Myers, attended the event. Mr. Myers played for the hospital ball team, and it is said that his diamond work was the downfall of the Famous Players team. If he isn't careful some of the scouts from the big leagues will be kidnapping him and making him an offer for professional ball playing. Mr. and Mrs. Stein were also there, and Mike proved to be a great coach for the hospital team.

"Bud" Lennon, after consulting with his lawyers and the undertaker, decided to officiate as umpire. Before commencing his duties he secured a corner on all pop bottles, and also gathered all the various missives lying loose on the field and locked them in the safe at the hospital. This precaution on the part of Umpire Lennon proved to be quite unnecessary. His decisions found favor with both ball teams and their friends. Ben Rogers of Fox, proved a capable scorer for the teams.

Following the ball game, a vaudeville show was given, which was the best ever given at the hospital, so declare the patients. Luigi Romanelli made his fiddle sob and moan and laugh and cry, and the applause that greeted him upon the completion of the two solos shook the timbers to the roof. Mr. Davidson of the Allen Theatre, gave a baritone solo that was greatly enjoyed. Mr. Armario, Cedra, cellist at the Allen Theatre, also performed wonders on his favorite instrument, while Bill Melody of the Famous Exchange, in a tenor solo, demonstrated that the name Mel-

ody was rightfully given him. He sure has a Melodious voice.

Mrs. Stein, late star of Gus Edwards Big Revue, and known professionally as Sally Seely, was one of the big hits of the show. She gave three great numbers.

Major Archibald thanked Mr. Allen for all the good films loaned for the occasion, and also thanked Mr. Taube for getting up the outing. Among the others who attended the pleasant event were Mr. and Mrs. Rogers, Mrs. Taube, Mr. Manheim, Miss Ball of the Sunday World staff. Mr. Jay J. Allen was in New York, but wired his best wishes, as he could not get back in Toronto in time to attend. Mr. Hague also sent a wire of greetings. Mr. Taube has arranged for another field day for the boys at Whitby later in the season.

### COMING UNIVERSAL PLANS.

For the season of 1918-19 the Canadian Universal will offer Jewel productions, which will be up to the high standard already achieved by this brand of pictures. It is understood that the production "For Husbands Only," a Lois Weber production, will be released in Canada shortly. Twenty-six special productions, embracing a number of well-known stars, will also be made. The stars who will appear in these productions are Mary MacLaren, Mae Murray, Harry Carey and Dorothy Phillips.

Bluebird Photoplays will be continued to be released every week, making fifty-two in number. Bluebird Photoplays have achieved a splendid position with the exhibitor body of this country. The latest Bluebird release is that sterling actor, Monroe Salisbury, in "The Winner Takes All."

In keeping with the policy of the Universal respecting serials, this brand of film will be continued to be released. Universal has earned the reputation of making serials that swell box office receipts, and consequently this coming season Universal will issue some exceptionally strong serials. The next serial, soon to be released, is entitled "The Brass Bullet," and is said to be replete with action, suspense and all the ingredients that go to make a good serial.

Then there will be twelve Alice Howell Century Comedies, 52 L-Ko Comedies, 52 Lyons and Moran Star Comedies, 52 two-reel Western Railroad Dramas, 52 Screen Magazines, 52 Universal Animated Weeklies, and 52 Current Events.

Universal announces that exhibitors can book any of this array of film separately or contract for the entire output.

Sunny Sammy, the little speck of darkness who has been playing in Baby Marie Osborne pictures, has been sick with the measles. When his illness was announced at the studio, the baby star asked "How can they tell when he breaks out?"

## Present Tax is Not Fair to All

**But Tax Should be Graded  
Declares A. A. Cooper,  
of Huntsville, Ont.**

Mr. A. A. Cooper, proprietor of the Lyceum Theatre, Huntsville, Ont., spent a few days in Toronto last week arranging for various bookings with the Toronto exchanges. Mr. Cooper is an exhibitor who, although he has confined his activities in the exhibitor business to the so-called small town, has made a marked success of his business.

One of the big secrets of Mr. Cooper's success is his splendid grasp of the rudiments of proper advertising and publicity as pertaining to the exhibitor end of the film business. He is constantly studying his town, his patrons, and his entire proposition, and keeps his finger on the pulse of his business in order to learn his patron's likes and dislikes.

Mr. Cooper is one of the exhibitors who believes that the present 15 cents per reel tax is doing a grave injustice to the small-town exhibitor. He is of the opinion that the tax should be graded and equalized to make it a fair tax for all Canadian exhibitors. Mr. Cooper is a forceful as well as an entertaining writer, and he has promised to give The Digest an article on this reel tax from the small-town exhibitor's viewpoint.

### DIFFICULTIES AT SCARBORO.

Because of the daylight saving policy the Scarboro Beach Park, Toronto, is finding it difficult to include moving pictures as a part of its outdoor attractions. In former seasons the pictures have been presented a nine o'clock each evening while the vaudeville act was given at ten. This arrangement has been switched, the pictures being shown as the last number. Even at that hour it is sometimes quite light. Scarboro Beach is the only place in Toronto where pictures are being shown in the open.

### DOING GOOD BUSINESS.

According to reports from the St. John office of the Canadian Universal Film Company, Limited, Lois Weber's latest production, "The Doctor and the Woman," is doing exceptional business in that territory. This feature is based on Mary Roberts Rinehart's novel, "K."

In the face of two of the nicest days of this season the Imperial Theatre, St. John, did extraordinary business on this feature, especially when it is remembered that nice days are few and far between just now in that city. Mr. Margetts states that favorable comments were heard on all sides in regard to the picture.

"Mine's better!" never sold anything, unless you first told the public and then proved it.



## Releases in Toronto and Montreal for Week Ending July 13th

### TORONTO RELEASES

#### FAMOUS—

"Say, Young Fellow," Douglas Fairbanks, 5 reels.  
 "Viviette," Vivian Martin, 5 reels.  
 "Resurrection," Pauline Frederick, 5 reels.

#### FOX—

"The Tale of a Pig," Mutt and Jeff Comedy, 1 reel.  
 "A Neighbor's Keyhole," Sunshine Comedy, 2 reels.  
 "The Trouble-Makers," the Lee Children, 6 reels.

#### GENERAL—

"Cynthiane," a Wolfville Tale, 2 reels.  
 "Way Up in Society," Diamond Comedy, 1 reel.  
 "Snakeville's New Waitress," Essanay Comedy, 1 reel.  
 "The Bully," Ebony Comedy, 1 reel.

#### MUTUAL—

"Beware of Blondes," Billy Rhodes, Strand Comedy, 1 reel.  
 Screen Telegram No. 33.

#### REGAL—

"The Service Star," Goldwyn, 5 reels.  
 A Triangle Feature, 5 reels.  
 A Brady-World Feature, 5 reels.

#### SPECIALTY FILM IMPORT, LTD.—

"For Sale," Gladys Hulette, 5 reels.  
 "Are Crooks Dishonest?" Harold Lloyd Comedy, 1 reel.  
 "Whispering Wires of the War," Scenic, 1 reel.  
 "History of the Great War," 1 reel.  
 Pathe British Gazette, 1 reel.  
 Pathe News, two a week, 1 reel.  
 British War Office Official News Weekly, 1 reel.  
 "The House of Hate," Serial, 2 reels.

#### UNIVERSAL—

"Oh, Man," Nestor Comedy, 1 reel.  
 "Belles of Liberty," L-KO Comedy, 2 reels.  
 Universal Animated Weekly, 1 reel.  
 Universal Screen Magazine, 1 reel.  
 Universal Current Events, 1 reel.  
 "The Branded Man," Western Drama, 2 reels.  
 "The Lion's Claw," Serial, 15th episode, 2 reels.  
 "The Deciding Kiss," Bluebird, Grace Cunard, 5 reels.  
 "Shot in the Dumbwaiter," Star Comedy, 2 reels.  
 "A Soul For Sale," Jewel, Dorothy Phillips, 6 reels.

#### VITAGRAPH—

"Love Watches," Cora Griffith, 5 reels.  
 "Honeymoon Baby," Drew Comedy, 1 reel.  
 "Sippers and Schemers," Big V Comedy, 1 reel.  
 "The Woman in the Web," Serial, Episode No. 16.  
 "A Fight For Millions," Serial, opening episode, entitled "The Snare."

### MONTREAL RELEASES

#### FAMOUS PLAYERS—

"Selfish Yates," Wm. S. Hart (Artercraft), 5 reels.  
 "Viviette," Vivian Martin (Morosco), 5 reels.  
 "The Bravest Way," Sessue Hayawaka (Lasky), 5 reels.  
 "Say, Young Fellow," Douglas Fairbanks, 5 reels.

#### FOX FILM CORP.—

"Confession," Jewel Carman, 5 reels.  
 Mutt and Jeff Cartoon.

#### GENERAL FILM CO.—

"Dismissal of Silver Phil," Wolfeville Comedy, 2 reels.  
 "Brief Debut of Lilly," O. Henry Story, 2 reels.  
 "What's In the Trunk?" Crystal Comedy, 1 reel.

#### INDEPENDENT FILM SUPPLY—

"The Law That Failed," Alma Hanlon, 5 reels.

#### METRO—

"A Man's World," Emily Stevens, 5 reels.

#### MUTUAL—

"Up Romance Road," Wm. Russel, 5 reels.  
 "Her Spooney Affair," Strand Comedy, Billie Rhodes.  
 Screen Telegram 35-T-1.

#### SPECIALTY FILM IMPORT—

"Annexing Bill," Gladys Hulette, 5 reels.  
 "House of Hate," "The False Signal," Pearl White and Antonio Moreno, 2 reels.  
 "The Furniture Movers," Toto Comedy, 1 reel.  
 History of the War, No. 14, 1 reel.  
 British War Office Official News, 1 reel.  
 Pathe News, 1 reel, two a week.

#### UNIVERSAL—

"Oh, Man," Nestor Comedy, Eileen Sedgwick.  
 "The Belles of Liberty," L-KO Comedy, 2 reels.  
 "The Branded Man," W. R. Drama, 2 reels.  
 "After the War," Bluebird Production.  
 "Shot in the Dumbwaiter," Lyons-Moran Comedy.  
 "A Soul For Sale," Jewel.  
 "The Lion's Claws," episode No. 15.  
 Animated Weekly No. 32.  
 Screen Magazine No. 61.  
 Current Events No. 79.

#### VITAGRAPH—

"Golden Girl" (Blue Ribbon), Florence Dishon and Harry Morey, 5 reels.  
 "Bonds and Banners," Big V Comedy.  
 "The Mysterious Mr. Davey," Mr. and Mrs. Sidney Drew Comedy.  
 "Crash of Fate," episode No. 14, "Woman in the Web."

## For All The Latest Film News Worth While---Read The Digest

CUT THIS COUPON OUT and MAIL it TODAY

*Enclosed please find \$1.00 for one  
year's subscription to the*  
**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....

**RADIO MAT-SLIDE**  
PATENT APPLIED FOR

**Send \$2.00 for Box of Fifty**

Exclusive Canadian  
Sales Agent

Everything the Motion Picture  
Theatre Requires

**J. T. MALONE**

337 Bleury St. - Montreal

For Sale by all Leading Dealers

# Putting All Your Eggs in One Basket

Everyone has heard the story of the pitcher that went to the well too often and was broken. It is a fable that has often been applied to various commercial enterprises, and it holds good in the film business just the same as it does in other avenues of commerce.

## Familiarity Breeds Contempt

Human nature demands variety. And if the public can not get a diversified program at your house, Mr. Exhibitor, it will go where such a program is provided. The greatest star, the brightest luminary in the film firmament, loses lustre, and the scintillating sparkle that first attracts loses lustre with constant use.

## Repetition Results in Monotony

And that is exactly why, Mr. Exhibitor, you are urged to provide your patrons with a variety of stars, a variety of attractions, and a variety of subjects. Do not give the patrons of your house an opportunity to tire of your program. Do not weary them with the same stars, the same subjects, the same attractions. Do not bind yourself irrevocably to the same brand of pictures, night after night, week after week, and month after month. **Your patrons will not stand for it.**

## Variety is the Spice of Life

And unless you provide that spice your program—bright enough in itself, perhaps—will become dull and listless; the snap and “pep” that variety produces will be lost, and the desire of your patrons to continue to frequent your house will wane gradually until your business will degenerate into but a wraith of its former healthful proportions. You will not only kill your stars as a box office attraction, but you will drive your patrons to the nearest competitor who provides a live, snappy program that bubbles over with variety—the cream of the different producing companies.

Play the game safe, and do not gamble with your bread and butter.

# FOX FILM CORPORATION, LIMITED

TORONTO ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

**Yes-** business with us is good. It is increasing by leaps and bounds. Truly the Select Pictures are finding great favor with the Canadian Exhibitors.

Let us tell you more about the Select Star Series Plan. It will mean "good business" for you---Write or Phone us.

**Select Pictures Corporation**

TORONTO

**Limited**

MONTREAL

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





JULY  
20th

# Canadian Moving Picture Digest

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

## Getting Bigger and Better

- ¶ The Canadian Moving Picture Digest continues to expand at a rapid rate.
- ¶ Both Exchanges and Exhibitors in Canada are congratulating us upon the high-class publication we are giving the trade.

## We Thank You For Your Support

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# UNIVERSAL'S

De Luxe High Speed Serial

# BRASS BULLET

Featuring

Beautiful **JUANITA HANSEN**

and

Dashing **JACK MULHALL**

Directed by **BEN WILSON**

Dramatization of Story "PLEASURE ISLAND"

From the Pen of **FRANK R. ADAMS**

**Ready for Release Week August 12th.**

**NOW BOOKING—ALL BRANCHES**

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
**HEAD OFFICES — TORONTO, ONT.**  
**ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

PROSPER --- PLAY REGAL

# Amalgamation

There have been persistent rumors of the possible amalgamation of Regal Films Limited with other Film Companies in Canada. This we wish to emphatically deny and set at rest once and for all.

Regal Films Limited is one of the very few absolutely independent film exchanges in Canada. It is not controlled by any releasing or producing company in New York or elsewhere in the United States. It is a Canadian Company Employing Canadian Capital.

## REGAL FILMS LIMITED

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

ALL WEEK --- EVERY WEEK

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

PROSPER --- PLAY REGAL

## Announcement

In Association with Screen Classics, Incorporated, we will release 26 Screen Classics, each with a big Star--- Title and Star to be announced.

In association with the First National Exhibitors Circuit for Eastern Canada, we will release twelve or more First National Exhibitors' Big Special Productions (In Eastern Canada Only).

### REGAL FILMS LIMITED

TORONTO  
WINNIPEGMONTREAL  
CALGARYST. JOHN  
VANCOUVER

ALL WEEK --- EVERY WEEK

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 3

SATURDAY, JULY 20th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Regal Believes in Advertising

**P**ROPER publicity and advertising is the greatest business force in the universe. Probably there is no other business to-day that is dependent so much on good advertising and proper publicity as the moving picture business in all its ramifications. Publicity and advertising is the power-house from which energy and force is manufactured to revolve the wheels of this industry.

Probably no film company in Canada realizes the force of advertising and publicity more than the Regal Films, Ltd. This film exchange organization has always been a consistent believer in this method of creating business.

Regal Films Ltd. has again demonstrated its right to be classed as a leader. Last week's issue of the Digest will convince the Canadian film trade that Regal believes in printers' ink. In that issue of this publication Regal carried seventeen pages of advertising, outlining their new sales policy and plan for the season of 1918-1919. This was by far the largest advertising campaign ever launched by any film exchange organization in Canada. Regal evidently does not do things by halves.

### "THE QUICK AND THE DEAD."

The Registration Plan, which was inaugurated in The Digest some weeks ago has demonstrated one mighty important fact to us. It makes a distinct classification between "the quick and the dead." Nine times out of ten, the exhibitor who will take the trouble to fill out his rebistration coupon and mail it to the Digest, can be safely classed as a "live" exhibitor. He is interested in his business.—he is eager and anxious to lend his assistance toward any plan that will help him become a better exhibitor—or any movement that will better the conditions of the exhibitor-body of Canada. This is the caliber of exhibitor that we want in Canada, and may his numbers increase mightily! In the meantime, "old top" have you sent in YOUR registration coupon? Be classified as a "live" one, and not as a "dead" one.

### YES, IT LOOKS LIKE IT!

By the way, talking about Registration Coupons, where are the registration coupons from Toronto and Montreal? We haven't received a single, solitary coupon from Montreal. Toronto cannot boast of a much better record. We have received only one coupon from Toronto. As exhibitors, some of the Toronto and Montreal men would make good blacksmiths.



## Reel Tax is "Last Straw That Broke Camel's Back"

**This Small-Town Exhibitor Forced to Close Theatre Four Nights Each Week—A Serious Situation.**

As the Digest goes to press, another communication has just been received from a small town exhibitor. Mr. J. W. McCutcheon, proprietor of the Crystal theatre, Oshawa, Ontario, has been forced by the fifteen-cents-per-day reel tax, to close down for three days each week.

"I certainly think that this reel tax on top of all the other licenses and taxes that we are forced to pay is an imposition, and will certainly be the 'last straw' as far as some theatres are concerned, and will put them out of business. That is why I have been forced to shut down three days each week." So writes this exhibitor from Oshawa, Ontario.

The Digest has received a communication from Mr. Walter H. Musson, proprietor of the Star theatre, Hespeler, Ontario. Mr. Musson's letter brings up a serious phase of the present-day situation pertaining to the small town exhibitor everywhere in Canada. The fifteen-cents-per-reel tax is the cause of this trouble that faces Mr. Musson, and judging from the letters received from many other small-town exhibitors in Canada by Mr. Peck within the past few weeks, the small-town exhibitor is finding the reel tax a decided hardship. It's getting pretty serious when it forces the "little fellow" out of business and causes him to draw down the curtains, lock the door and throw the

door-key in the bottom of a deep, dark well.

In Mr. Musson's case, he declares that the fifteen-cents-per-reel war tax was "the last straw that broke the camel's back."

"The tax as it now stands is a decided hardship on the small-town exhibitor," declares this Hespeler, Ontario exhibitor. In my own case it was "the last straw," as I was just making a living out of my business here. I therefore, closed the first four nights of the week, and used eight reels on Saturday. This brings into the Government \$2.40 a week, while at the same time they are losing many dollars in war tax which I should have sold had I been able to continue open all the week."

"In all fairness," said Mr. Mason, "this tax should be graded, the same as the license fees."

It is indeed a serious situation when a tax is imposed that will close up the "small-town" exhibitor. This class of exhibitor is indeed the very backbone of the film industry in this country.

From the various correspondence received from many small-town exhibitors, the consensus of opinion is that the tax as it now stands is doing a grave injustice to the small exhibitor—the men who, for the good of the industry, should be kept in business. Everywhere there is a cry for a graded system of taxation—a more equitable distribution of the tax burden.

The Digest wants to hear from more small-town exhibitors on this question. Here is a subject that is of vital importance to their welfare. Letters from various exhibitors will be gladly received and published. Send them in.

## Monarch Film Co. Secures Goldwyn

**Both Goldwyn and Select to be Distributed by This Exchange**

A bit of trade news, which will interest many in the Canadian film field, is the announcement made this week that the Monarch Film Company, Ltd., which is a subsidiary of the Allen interests, has taken over the distribution rights in the Dominion for Goldwyn pictures. Therefore, all new Goldwyn pictures, starting in September, will be released by this company.

A change has also been made which will affect the Select program in Canada. In addition to the Goldwyn pictures, the Monarch Film Co., Ltd., will also distribute Select pictures, which are at present being released in this country by the Allen people under the firm name of the Select Pictures Corporation, Ltd.

Mr. Phil. Kauffman, whose capability as a live wire film executive is widely known in this country, will continue to look after the Select pictures, and will also take the Goldwyn proposition under his wing for the Allen people. Mr. Kauffman stated to The

Digest that the same offices will be maintained in the Hermant building, Dundas street, Toronto, and that the same staff will be retained to look after and serve the needs of the exhibitors. The Montreal office will continue to be at 108 St. Catherine street west.

Big things are expected of the Goldwyn pictures in the coming months, if exhibitors are to believe what they are told concerning the future plans and policies of the Goldwyn as it affects Canada. Goldwyn has a line-up of stars that, with proper exploitation, should prove splendid box-office attractions. Geraldine Farrar, Pauline Frederick, Mae Marsh, Tom Moore, Mabel Normand and Madge Kennedy are already established in public favor. Goldwyn has also secured the rights to make the Rex Beach productions.

Some mighty extensive preparations have been made by Goldwyn for the coming season, and Mr. Kauffman has a proposition for the Canadian exhibitors that is worth listening to.

The Select pictures have already won for themselves a high regard with the Canadian exhibitors for the finished product which is produced. With Clara Kimball Young, Alice Brady, and the two Talmadge sisters, as well as other famous stars, Select has forged rapidly to the front.

## Denis J. Sullivan Quits The Mutual

**Executive Announces Resignation to be Effective at Once**

Denis J. Sullivan, for three years an executive of the Mutual Film Corporation, announces his resignation effective July 13.

Mr. Sullivan had the title of assistant general manager, the title of general manager of the Mutual always being carried by the president of the concern.

"I shall take a few weeks, probably a couple of months of vacationing and then be ready to take up and decide upon a number of film offers which have been put before me. I haven't decided yet whether I shall go to sea-board or the north woods, but it will be somewhere out-of-doors and off where 'release dates' and 'bookings' and things like that are unknown. It is going to be that real rest I have been promising myself for a couple of years."

"I am glad to say that I can look back upon the strenuous years I have put in with Mutual and allied concerns with considerable satisfaction—and let me say I most sincerely and fully appreciate the co-operation, support and effective service of a force of able and capable men, both at the home office and in the field selling forces. The problems of the motion picture business, especially on the distribution side, are largely problems of men and the right men. I am glad to say that I have found many of the right men."

Mr. Sullivan first entered the employ of the Mutual Film Corporation as a salesman travelling out of the Milwaukee office. This was a sort of preparatory course planned by John R. Freuler, to familiarize Mr. Sullivan with the business so that he could go forward with the Freuler projects which were soon to be launched. In a few months, Mr. Sullivan became general manager of the North American Film Corporation and was Mr. Freuler's chief executive in the distribution of the "Diamond from the Sky," the largest serial project in the history of the industry. The selling of "The Diamond from the Sky" gave Mr. Sullivan similar supervision of the campaign on the Helen Holmes serials sold through Mutual exchanges.

Probably the largest single project with which Mr. Sullivan has been connected in the film industry was the marketing of the Charles Chaplin comedies distributed by Mutual under Chaplin's \$670,000 salary contract.

### NOT GOING TO FRANCE.

Pearl White is not going to France as reported.

She is winding up a three weeks' vacation at her summer home on Long Island, and in a few days will start work at the Astra studios in Jersey City making episode No. 1 of the new Pathe serial which for the present, is called "The Lightning Raider."

George Becket Seitz will direct the serial with the active co-operation of Louis J. Gasnier, President of the Astra.



# TORONTO AND ONTARIO TOPICS

## STEWART IN TOWN.

Mr. Stewart, the aggressive manager of the Patricia theatre, London, Ont., was in Toronto last week on business. He visited a number of the exchanges and made arrangements for future bookings.

## NELSON IN OTTAWA VALLEY.

Mr. Jack Nelson, sales representative of the Specialty Film, Import Ltd., was in the Ottawa valley district last week and secured some splendid contracts for Pathe service.

## BYERLE IS LEAVING.

The many friends of Tom Byerle of the Specialty Film Import office in Toronto will be pleased to hear of a recent advancement which he has secured. Mr. Byerle is leaving Pathe to become branch manager in Kansas City, Mo., for the Famous Players exchange. Friends of Mr. Byerle will be sorry to hear that he is leaving Canada, but are glad to know of the splendid prospects confronting him.

## McLAUGHLIN ON TOUR.

Will McLaughlin, the young Ottawa newspaper man, who puts the move in the movie fan department of the Ottawa Evening Journal, is away on his annual pilgrimage to the various film centres, where he is will gather an earful of the latest scandal for his newspaper readers. While away he will visit the picture convention. The Ottawa Journal's movie fan department has grown into a prominent institution with this newspaper, due to the effort of Mr. McLaughlin.

## OTTAWA FILM OFFERINGS.

The following was the film offerings in Ottawa last week: Imperial, "Madam Who" and "Love's Conquest"; Family, "The Scarlet Pimpernel" and "Betty and the Buccaneers"; Flower, "The Social Secretary" and "The Cinderella Man"; Centre, "The House of Gold" and "The Winning of Beatrice"; Regent, "De Luxe Annie" and "Missing"; Francais, "The Trail of Yesterday," "The Express" and "The Business of Life."

In a lot of theatres the box-office is entirely wooden.

## .. HOT WEATHER IN TORONTO. ..

The hot weather that hit Toronto last week put a decided crimp into a number of the houses. The attendance throughout the week fell off considerably.



A BLUEBIRD STAR

## Film Offerings in Toronto This Week

### ALLEN.

"How Could You Jean," Mary Pickford, released by Famous.

### REGENT.

"The Glorious Adventure," Mae Marsh, released by Regal.

### HIPPODROME.

"DuBarry," Theda Bara, released by Fox.

### LOEW'S

"Hit-the Trail Holiday," George M. Cohan, released by Famous.

### STRAND.

"The Bravest Way," Sessue Hayakawa, released by Famous.

"The Resurrection," Pauline Frederick, released by Famous.

### MADISON.

"The Venus Model," Mabel Normand, released by Regal.

"The Shuttle," Constance Talmadge, released by Select.

### OAKWOOD.

"Sandy," Jack Pickford, released by Famous.

"Say, Young Fellow," Douglas Fairbanks, released by Famous.

## SPLENDID THEATRE AT WINDSOR.

Mr. Ed. Glasco, the veteran fight promoter and race horse owner, who has many friends throughout Ontario, is converting the premises of the old Windsor Athletic Club into a modern theatre to seat 1,100. Associated with him in the enterprise are a number of Windsor men who are going to make the New Empire Theatre one of the best houses in Western Ontario. Mr. Glasco was in Toronto last week on business and visited a number of the exchanges to arrange for bookings.

## A GOOD SUGGESTION.

Mr. T. E. Kennedy, manager of the Lyceum Theatre, Wingham, Ontario, has sent in a very good suggestion to the Digest. It is a copy of the film report that he used to keep tab on the condition of the various films that play his house. There is a space for the name of the feature, the condition of the film, leaders, trailers, titles, scratches, perforations, and misframes. This information is given by the operator, and the report is then filled out and sent to the exchange. If other Canadian exhibitors would do something along this line, there would be less film on the market in poor condition. The exchanges and exhibitors by working together, can do much to improve the physical condition of the film.

## NEW PIPE ORGAN AND EVERYTHIN.'

"Bill" Bailey, the alert manager of the Kum Bac Theatre, 1012 Dovercourt Road, Toronto, is making a great bid for the business of his neighborhood. "Bill" has been thoroughly sold on the idea of advertising and is spending real dough each week to deliver his message to the neighborhood population. Recently he made a contract with the Toronto Street Railway, whereby a one-sheet will appear on the front of ten street cars which run past his theatre. Each week he also issues 5,000 programs, and 150 window cards. As we go to press the news is slipped to us that Bailey has purchased a pipe organ and will instal it at once in his house. He claims to have the best pianist and organist in captivity, and from all accounts sweet melodious strains of music will soon be heard around 1012 Dovercourt Road.



## Real Ex-Outlaw In The Pictures

### Famous Al. Jennings to Create New Standard For "Movie" Bad Men

Serving notice to Bill Hart, Tom Mix, Dustin Farnum and other "bad men" of the screen that he will revolutionize wild west drama in the "movies," Al. Jennings, erstwhile bandit and convict, present Baptist evangelist, has announced the completion of a wild west thriller written, produced and acted by himself.

In addition to removing the red bandana as a mask for the robber bold, and doing away with the six-shooters "hung all over the hero," the picture will for the first time lay bare the intimate story of Al. Jennings in his outlaw days.

It will be "banditry as is," according to the evangelist, who waws a bandit, and not according to popular movie ideas.

#### Real Thing.

"The lady of the Dugout" is the name of the picture, and it is not a scenario based on experiences. It is the experience itself—the actual history of a bandit.

Al Jennings and his brother, Frank, who was an outlaw with him, play the parts of the bandits and they hold up stages, rob banks, shoot down their men—"well, just the way we really did it," says Mr. Jennings naively.

And if there is a certain modicum of religion in the banditry of the screen, according to Jennings, it is not idle sentimentality on his part.

#### Hearts of Men.

"It's just what I want to show what's in the hearts of men—I ought to know," said the man whose career has run from murder and outlawry to a gubernatorial contest in Oklahoma, and down the sawdust trails in California.

#### How It Started.

"It all began in the pulpit of a little Baptist church in a small Southern California town when I was telling the story of the 'Lady of the Dugout' by way of giving a sermon. Everybody was yreing and shdrl emf. Everybody was crying and after the sermon one man—said he'd give a lot of money if that story could go to a lot of people. That led to a discussion and the discussion led to the man's putting up the money and my picture company being formed then and there in the little church.

"There isn't a scene where I go into a saloon or dance hall where there are say, 40 women and 400 Mexicans all drunk as lords, and where I wave two guns at them and drive them all out. H—, it can't be done!" And the evangelist reverted momentarily into the bandit.

#### Writes History.

"I don't know whether the public will like it—because it's not like any movies they've ever seen," Al. Jennings continued. "If it is a success, it will revolutionize wild west pictures—it will put real banditry into them. But I didn't try to write dramas, I just wrote history."

"Lord, though that's enough of thrills—bank robberies and such, only, as I say, they aren't Bill Hart robberies. He never robbed a bank, you know. They're just real robberies the way Frank and I pulled them in the old days."

And the ex-convict-bandit, who is now an evangelical picture actor and producer, sighed with a glow of pride in which were mixed the sentiments of his many trades.

### Meet Charlie and Harry of the Regent Theatre



Who are these two very military-looking gentlemen facing us this week? If you are in the film business in Toronto, you will be able to answer the question for yourself. For the benefit of the Digest readers who have never met them, we shall make the formal introduction.

So, readers—meet Charles Carlson and Harry Halgrath—two of the most efficient and best liked theatre attaches in the Dominion of Canada. Charles is the gentleman on the right in the picture, and Harry is on the left.

Charlie and Harry are a very important link in the organization of the Regent theatre, Toronto, and their unflinching courtesy and tact in dealing with the public, help materially toward making the Regent theatre so popular with the Toronto public.

Both men have been employees of the Regent practically ever since it was erected two years ago. Charlie's duties are on the outside of the theatre—outside door-man, and he certainly knows how to line up a crowd and keep them in good humor. He also takes care of the automobile traffic, and has made many warm personal friends among Regent patrons by his willingness to give service and please.

Harry is the inside door-man. He takes the tickets from Mr., Mrs. and Miss Toronto, and drops them into the ticket-chopper, with a pleasant and genuine "thank you." He always has an eye peeled for the comfort and pleasure of the Regent patrons, and

it is largely through his efforts that the Regent floor staff gives that high-grade Toronto show-shop since its inception.

Both of these men have seen military service, which doubtless accounts for their natty appearance when they are dolled up in their house uniforms. The Regent theatre is known widely for its "atmosphere and personality" and Charlie and Harry contribute largely in making this effect possible to the outside public. The Regent management are to be congratulated upon having two such valued employees.

### Screen Telegram Moved to New York

#### Mutual's Twice-a-Week, News Reel Published in Gotham

James M. Seldon, president of the Mutual Film Corporation, announces that Screen Telegram, Mutual's twice-a-week news reel, will be published hereafter from New York under the managing editorship of Terry Ramsaye, director of publicity. Mr. Ramsaye has opened editorial offices adjoining the Mutual exchange at 1600 Broadway, and has surrounded himself with an able staff. The first release from New York was Screen Telegram, No. 36.

Associated with Mr. Ramsaye in the publication of the Mutual News Reel will be Donn McIlvaine, who has been on the editorial staff of Screen Telegram since its inception. He will be assistant editor. W. E. Harrison, New York cameraman, Tracy Mathewson, will cover outside assignments from New York and Harold P. Brown, Chicago cameraman. Mr. Harrison is known as a New York newspaper photographer having worked with the camera for most of the New York daily newspapers and having been associated with motion picture photography for several years as a studio and news photographer. Mr. Mathewson has a name as a capable and daring cameraman. He served with General Pershing in Mexico and one of his first assignments was a trip to national army training camps. Ray L. Hall who has been called to an important post with the division of films of the Committee on Public Information, has been assisting in the organization of the New York headquarters of Screen Telegram.

Will M. Ritchey, editor-in-chief of the American Film Company, says that there seems to be a decided decrease in the number of stories submitted at the various film studios, although the demand is greater now than it ever has been. He is at a loss to understand the cause, unless it is because so many authors have been called to the colors. He finds it a very difficult task now to secure suitable stories for Mary Miles Minter, William Russell, and Margarita Fisher.

**EXHIBITORS—**  
**Watch the "Exhibitors Film Reports". It may save you money**



## Let the Digest Help You

The Digest will print in the Classified Advertisements Department, without charge, applications of film trade employes for positions, requests of employers for help, etc.

For Sale, Wanted to Purchase, To Rent and Other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion. Stamps, cash or money order must accompany advertisements, otherwise insertion will not be made until amount is received at this office.

Salesmen, Bookers, Inspectors, etc., who are seeking new positions, can obtain quick results through these columns.

Send your wants into the Classified Department. Your name and address will not be printed unless so requested.

**TELL THE DIGEST  
AND THE WHOLE  
TRADE WILL HEAR**

## She Writes Play For Jap Actor

### Miss Whipple Known in Canada Through Film Activities Here

Miss Clara Whipple, who is known in Canadian film circles through her splendid work in connection with the Conness-Till Co., the first company to make a real attempt to produce Canadian-made pictures, again displays her versatility. She has just completed a story for Sessue Hayakawa, the famous Jap actor, which will receive immediate production under the direction of the masterful hand of James Young.

Miss Whipple's entry into the literary field should not be surprising, since her family connections boasts of such illustrious names as Oliver Wendell Holmes, Whipple, the essayist and Joseph Choate. Miss Whipple's father T. H. Bailie Whipple, is at present writing special articles for the Westinghouse people. "No one in my family," said Miss Whipple, "can dispute my hereditary inclinations toward writing. I tried to convince the mthat since Char-

lotte Cushman was also one of our family, I might claim heredity as the impulse which urged me to the stage. My family, however, are much more interested in the efforts of the "family scribe"—they still believe that the pen is mightier than the sword."

Jack Gilbert, the popular juvenile, has been receiving letters of congratulation from the East since his latest release, "More Trouble," in which he appears as Frank Keenan's son, was shown at the Rivoli Theatre. The picture has been heralded as one of the best comedy-dramas produced in the past two years.

Wyndham Standing is taking some little time to make use of the return ticket he has from New York to Los Angeles. Standing went back to do a feature opposite Mae Marsh and bought a round trip ticket, intending to be gone only a few weeks. When he finished he was held over for another picture, and now other eastern producers have been trying to get him for some films. Rather looks as if that ticket

Don't quit! or your patrons will, too!

## REGISTRATION COUPON

*Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?*

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .



# MONTREAL AND QUEBEC NOTES

Merrick R. Nutting had taken over the office and furnishings at the Orpheum and may later open a booking agency here in the fall.

Chas. Lalumiere, manager Montreal branch, Specialty Film Import, has just returned from Quebec, Chicoutimi, and La Tuque, where he has placed service with seven theatres out of nine in Quebec and in the only houses in the other two towns.

Mr. Eddie Onimet, President and general manager of Specialty Film Import, will stop over at the Toronto branch on his return from New York where he is closing some big deals for next year's output.

Vitagraph report that "Over the Top" has been booked at the Olympia, Quebec; the Crystal, Cornwall; the Baberson theatre, Perth; and the Imperial Renfrew. Andy Keenan, salesman for the Montreal branch, has had a very successful trip around the Ottawa Valley this last week.

At the soldier's camp at St. John, Que., there is a picture theatre in operation which is reported to be doing good business. On the other hand the two photo-play theatres at Valcartier camp are getting somewhat disappointing results, according to reports received here.

Writing from Estevan, Sask., to the Montreal offices of this paper, Miss Ruby Gleiser, lessee of the Delight Theatre in that city, says some kind words. "I do not think that any live theatre manager should be without the Digest or Wid's" she writes. Miss Gleiser has the distinction of being the first lady in the Province of Saskatchewan to pass the operator's exam. She adds that she "takes a great interest in your page 'Live news from all over Canada'." It gives the small town exhibitor a chance to see what the 'Big Fellows' are doing and what service they are booking.

The interest that is evident in Montreal in motion picture developments and gossip is proved by a double column full page editorial in Saturday's Montreal Star, over the signature of S. Morgan Powell, the well-known dramatic critic. Mr. Powell makes a number of accusations and statements with which we do not pretend to be in agreement and against some of which we strongly protest. Nevertheless there is a deal of good sound sense in his argument that much of the matter which now passes for art is pure unadulterated rubbish with a detrimental influence on the juvenile mind. It is on the whole a candid statement of facts from the pen of one of Canada's best known journalists and such writing carries weight in circles not altogether friendly to exhibitors and ex-

change men. Mr. Powell has at times used his trenchant pen to good effect on the censors so may be fairly regarded as a friend to motion picture interests. He promises a series of articles on the whole subject which we shall summarize for the benefit of Digest readers.

A series of new and unusual pictures illustrative of the possibilities of aviation work, both in war and peace, were given last week at the Ritz-Carlton here on behalf of the Aerial League. The pictures had mostly been secured by Major K. E. Kennedy, of the Royal Air Force, who was present and who later gave a talk on the future possibilities of aerial mail delivery, laying stress on aviation trips across the Atlantic which he considered well within the realm of the probable as soon as the exigencies of war should give time to consider the other phases of aerial service. A very distinguished audience was present who were given, not only a peep into the future of aircraft, but were also impressed by the fine film work shown. The main feature of the exhibition of views was a series of "guardian angel" parachute as demonstrated by the film. This is a light and compact contrivance whose object is that, if anything happens to an aeroplane in action it can be utilized for speedy escape. A number of other pictures were shown, illustrating the possibilities of aerial transport and mail delivery. The pictures will later be released over the Dominion by Pathe.

What Canada does in the way of patronizing the film industry is strikingly proved by the following figures supplied through Montreal last week. For the ten months to April, 1918, there were a total of 12,961,974 feet of film shown in the Dominion at a total

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

## LOEW'S.

"The Blindness of Divorce." All-Star cast.

.....IMPERIAL.....

"Hit the Trail Holiday," with Geo. M. Cohan; "Her Final reckoning" with Pauline Frederick.

## STRAND.

"The Kid in Clover," with Geo. Walsh.

## HOLMAN.

"Her Body in Bond," with Mae Murray.

## NEW GRAND.

"The House of Gold," with Emmy Whelan.

## TIVOLI.

"The Firebrand," with Virginia Pearson.

cost of nearly a million dollars. How the industry here has grown may further be gauged by the fact that for the ten months to April, 1917, there were 11,503,038 feet shown of a value of \$879,581 and for the ten months to April, 1916, there were shown in Canada 8,975,994 feet of a value of \$685,162. This is not all the films shown here during the periods mentioned, for these figures only represent the film footage imported from the United States. What this footage represents in tax under the new schedule at 15 cents a foot is something pretty stiff to contemplate.

But it is after all only another proof of the outstanding position of the film industry on this continent. Still in its infancy, as other industries go, it yet ranks fifth in importance in America. There are 750 theatres in Canada, while in the States the number of photo-play theatres runs into the vicinity of 18,000. All this is the growth of the past fifteen years. The Famous Players-Lasky Combination alone controls 6,000 active theatres on the continent and three other companies, the Goldwyn distribution mechanism, the Fox Film Corporation and the Universal Film Company are each credited with having in excess of 5,000 active theatre customers under contract. Metro Pictures Corporation, Select Triangle, World, General, Film, Vitagraph, and Mutual each has a very large volume of business with international distributions of foreign alliances. The war has done much to make the picture industry a serious concern. It blocks the export of films in nearly all the war-stricken countries, throwing into the United States almost the entire business.

J. H. Alos, of the J. H. Alos booking agency, Orpheum Theatre, which he has been running for the past eight years and formerly manager for four years of the Auditorium theatre, Quebec city, has closed the offices here and is going to New York to the United Booking Offices to fill the position vacated by John McKee. Mr. Alos owns a farm at Hampton, Mass., on which he has recently spent considerable for improvements and as this farm is only four hours from New York, he will be able to see the chickens each week-end as a change from five days sight of them on Broadway.

The tragedy of Vaudreuil has brought into public, if not pleasurable notice James O'Neil Farrell, now in a serious condition at the Royal Victoria Hospital here. Farrell was well-known here in the picture world. A year or two back he was closely connected with the management of the St. Denis theatre and he was overseas for a time getting pictures of war views. It is the hope of all his numerous friends that he will have a speedy recovery from the murderous attack of which he was the victim.



# Special Announcement To All Exhibitors in Canada

---

**The General Film Company (Canada) Limited**

WILL RELEASE IN THE NEAR FUTURE

## **“THE UNBELIEVER”**

The Great Super-Feature equal to if not surpassing  
“THE BIRTH OF A NATION”

A Smashing Patriotic Picture that has brought thrills to the Heart  
and Tears to the Eyes of Millions

WRITE OR WIRE US FOR FURTHER PARTICULARS.

Playing from 8 to 12 Weeks in the Larger Cities

---

**COMING---**

“The Unchastened Woman”

“Hypocrites”

“Her Moment”

Also Oakdale Productions 6 in Number, Featuring  
that Clever Youngster GLORIA JOY

Keep in close touch with us and watch this space

---

**GENERAL FILM COMPANY (Canada) Limited**

MONTREAL  
6 McGill College Ave.

TORONTO  
172 King Street West

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers





**PATHE**

# **RUTH ROLAND**

the famous star of "Who Pays?" "The Neglected Wife"  
"The Red Circle" and "The Price of Folly" stars  
in the sensational cyclonic Pathe western serial

## **"HANDS UP"**

with George Chesebro as leading man and  
Easter Walters, George Gebhardt and Wm. A.  
Carroll in the cast .... Produced by ASTRA  
Written by Gilson Willefs Directed by Jas. Horn.

To be Released  
in Canada  
August 15th

---

---

**Baby Marie Osborne**  
IN  
**"CUPID BY PROXY"**

This popular and ever-charming  
"Little Fairy of the Screen" in  
a clever entertaining PATHE  
Feature.



**GOOD NEWS FOR YOU**

Arrangements are being concluded for a  
new line of Stars and Plays.

**MORE DETAILS SOON**  
Wait Before Signing Contracts.

Every Canadian Family Has Relatives or Friends at the Front  
Show Them Pictures from the Great War Zone  
in

**"BRITISH OFFICIAL WAR OFFICE NEWS"**  
**"PATHE ENGLISH GAZETTE"**  
**"PATHE NEWS"**

**SPECIALTY FILM IMPORT Limited**

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

---

---

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# **IMPORTANT ANNOUNCEMENT**

## **For The Canadian Exhibitor**

---

### **THE MONARCH FILM COMPANY Limited**

**Have secured the Exclusive Right to the GOLDWYN PICTURES for the Dominion of Canada. All new GOLDWYN PICTURES starting in September will be released by them.**

**In addition to Goldwyn Pictures the Monarch Film Company will also distribute the Select Pictures, at present released by Select Pictures Corporation.**

**All Communications and Correspondence in Connection with Select Pictures should be addressed to**

---

### **MONARCH FILM COMPANY Limited**

**21 Dundas St. East  
TORONTO**

**108 St. Catherine St. West  
MONTREAL**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# Goldwyn Stars

## EACH STAR A BOX-OFFICE MAGNET

**GERALDINE FARRAR** will have more dramatic and unusual stories than she has ever had before. We are avoiding the costume plays that the public taste now rejects.

**REX BEACH** is doing for you what he has never done before—offering six Rex Beach productions in one year. Annually for five years his new picture has meant a profit-making festival for exhibitors.

**PAULINE FREDERICK** will do the modern emotional dramas through which she won instant popularity when she came from the stage to the screen.

**MAE MARSH**, having drawn tremendous patronage for exhibitors in "Polly of the circus," "The Cinderella Man" and other big successes, will be starred again in emotional and romantic dramas.

**TOM MOORE** has been made a star by you—the exhibitors of the country. His nation-wide success is assured in advance by the public's and your own liking for him.

**MABEL NORMAND** with unrivalled talents and millions of admirers, will be presented in comedy-dramas, with chief emphasis laid upon the comedy.

**MADGE KENNEDY**, who won instant screen popularity, will greatly increase her appeal and drawing power in dramatic comedies like those in which she has proved herself a box-office money-maker.

Here you find no "Deadwood" Stars. Each of these personalities possess the power to stand alone; each has a challenge and a tremendous following.

Each will appear in productions of the quality and type that have made them best known in motion pictures.

# MONARCH FILM COMPANY Limited

21 Dundas St. East  
TORONTO

106 St. Catharine St. West  
MONTREAL

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# STORIES OF THE PLAYS AND PLAYERS

## 'MORE TROUBLE' WITH FRANK KEENAN.

"More Trouble" the remarkably successful "tragic farce" in which Frank Keenan, the distinguished American actor is starred, is announced as the big feature on Pathe's program of pictures to be released soon.

When "More Trouble" had its premiere at the Rivoli on Broadway, in New York recently, the photo-play critics of the metropolitan newspapers were unanimous in bestowing warm praise upon this picture which was characterized by Miss Harriette Underhill of the New York Tribune, as "the most amusing comedy that has ever been screened in the history of the photo-play."

Mr. Keenan has an adequate support, and the play which was directed by Ernest Warde, was calculated to arouse one continuous gale of laughter.

## MARION DAVIS STARTS PRODUCTION AT WASHINGTON.

### Up-to-Date Vehicle for Select Star—John Merkyle Her Leading Man.

Work on the second picture Marion Davis is making for her Select Pictures series has started this week in Washington in which city Miss Davis accompanied by the members of her company, and Julius Steger, under whose supervision and direction the picture will be made, went last Monday.

The vehicle in which Marion Davis will be presented to the fans of the country, following "Cecilia of the Pink Roses," is a down-to-the-minute story of romance, intrigue and international politics. The action takes place in the present year, and the settings are laid entirely in American cities, Newport and Washington being the locale of most of the scenes. "The Burden of Proof," is the title which has been given this story, which has been prepared for the screen by S. M. Weller, who also did the screen version of "Cecilia of the Pink Roses." The photo-play is not a war drama in any sense of the term, but nevertheless there is a background of war in the picture—as must needs be the case with every drama dealing with national American life to-day. Indeed there are entrancing glimpses of the National Capitol, with flags flying and marching columns of men in khaki.

Miss Davis role is that of a young bride who, through peculiar stress of circumstances, finds herself the center of a maelstrom of international intrigue. The big moment of the play comes when, seemingly convinced by the accusing finger of circumstantial evidence, the bride faces her husband and tests his faith in her.

Many blunder in business through inability or an unwillingness to accept new ideas.

## GAIL KANE PRODUCTIONS ORGANIZED.

Gail Kane is to appear in a series of feature productions which are to be produced by her own company. This announcement is made by the star simultaneously with an announcement from James M. Sheldon, president of the Mutual Film Corporation, of a contract for the distribution of the Kane pictures.



GAIL KANE

The producing organization will be known as "Gail Kane Productions."

Miss Kane's first picture goes into work at New York studios within ten days. The story chosen is under the working title of "Love's Law." It is an original scenario by Joseph Franklin Poland, a picture author with a long list of important successes.

"Miss Kane's pictures will constitute an important addition to the schedules of the Mutual Film Corporation," remarked Mr. Sheldon. "The organization of 'Gail Kane Productions' is also a significant move in the present trend in producing activity. More and more the tendency is toward individual, specialized production, rather than quantity production by large organizations handling a large number of people.

Arthur Shirley, whose work in "The Fall of a Nation," will be remembered for some time to come, is playing a heavy with Harry Carey at the Universal. Strange to say, his first success on the Australian stage was a "dude" heavy, the same kind of a part he is playing now, and he is wearing the identical monocle in his present feature that he wore in the play.

## MINTER TOPS MUTUAL.

Mary Miles Minter in "The Ghost of Rosy Taylor," a screen adaptation of the story of the same name by Josephine Daskam Bacon, published in the Saturday Evening Post, is Mutual's feature for the week of July 8.

The director, Henry King, has succeeded in translating to the screen the atmosphere of mystery and romance carried by the story. The role of Rhoda Eldridge is one that is said to appeal to the winsome little Mary Miles, while the unusual plot affords the director opportunity to present some striking situations.

Rhoda, on the death of her father, with whom she has lived in the Latin Quarter of Paris, finds herself destitute. She gains passage to America, her father's native land. Led by a mysterious sequence of events, she plays the part of a mythical housekeeper for a lady of wealth, and keeps her house in order during her employer's absence. Discovered in the house by the son of her mistress, she is taken for an impostor and put in a reformatory. The culmination of the mystery brings about a happy climax when she is restored to the family of her father.

Many of the scenes are in the Latin Quarter of Paris, which has been reproduced with striking fidelity.

Supporting Miss Minter are Alan Forrest, as lead; George Periolat, the well known character actor; Helen Howard and Emma Kluge.

Billie Rhodes appears in a Strand Comedy, "Her Disengagement Ring," released July 9. This is a story of the eternal triangle. Two rivals for Billie's hand believe firmly in the old maxim, "All's fair in love or war," and carry it out to the bitter end.

Alfred Whitman, Vitagraph star, is not to play in the O. Henry story, "A Matter of Mean Elevation," after all. Al. had purchased his wardrobe for the part when the company received a wire from New York to keep Frank Glendon and Hedda Nova together, whereas it was intended that Miss Nova should be Whitman's leading woman. Al. has been given a vacation until the scenario department turns out another script for him, and has taken advantage of the rest by hiking for Big Bear—and trout.

Charles Ray is soon to be seen in another rural picture, which will mark the first one he has appeared in since "The Hired Man." His latest vehicle in which he will play the role of a country youth, was written by Julien Josephson, who wrote "The Hired Man" and "Playing the Game" for the youthful Paramount star, and contains a story of highly dramatic interest, with some very clever comedy "bits" woven in. The temporary title of the picture is "The String Bean."



# ADVANCE NOTICES FROM THE EXCHANGES

## "THE UNBELIEVER."

### General Film Has a Most Phenomenal Picture for Release.

In "The Unbeliever," the General Film Co., (Canada), Ltd., have a film production that is destined to sweep the entire country in a big "clean-up" for the Canadian exhibitor. "The Unbeliever" is a stupendous dramatic picturization based on the war novellette, "The Three Things," and is in seven parts.

The featured players are Raymond McKee and Marguerite Courtot. The dramatic critics in all the leading American cities, where the picture has been played, have been unstinting in their praise of the picture.

The film recently was in Detroit at one of the big down-town picture houses and ran for weeks to capacity business in that theatre. The Detroit News, the recognized authority in Detroit newspaperdom said: "One of the most intense films ever shown in Detroit, 'The Unbeliever' holds the spectator in breathless absorption."

The New York Herald, another newspaper that is hard to please says: "One of the most stirring and up-to-date war dramas yet seen on the screen was presented at the Rivoli theatre in the 'Unbeliever.' It tells how the war made a man of a young idler. The story has the Marines actually routing the foe out of a French village. The hero has all his false notions swept away by his experience. It is really a most remarkable picture."

"The Unbeliever" is some picture, and the General Film in Canada have something on which every Canadian exhibitor can wager a sure bet.

## "HOUSE OF HATE" HAS STRONG ENDING.

Pathe announces the impending release of the final episodes of Pearl White's greatest serial success, "The House of Hate." There are twenty episodes in this remarkable mystery story in which Miss White, Antonio Moreno, and a large supporting company appear. The last chapter gives a strong patriotic twist to the story.

The element of mystery has been supplied by a character called "The Hooded Terror" and the thrills and suspense has been plausibly and entertainingly sustained right down to the 20th and concluding episode.

How Pearl White and Antonio Moreno defeat the machinations of The Hooded Terror's gang, and bring upon them swift and remorseless retribution is told in the last episodes.

A. S. Powelson has taken the place of Alfred Gondolphi, as cinematographer with the Baby Marie Osborne Company, the latter being compelled to return to New York owing to the illness of his mother.

Blanche Sweet is the latest of film stars to have their own producing company. The Blanche Sweet Film Corporation is the name of the new concern, which was formed by Harry Garson, manager of Clara Kimball Young. Miss Sweet will leave for New York on July 5th to complete the necessary arrangements, and will start work upon her return on "The Unpardonable Sin," by Rupert Hughes.



FRANCIS X. BUSHMAN and BEVERLY BAYNE  
in "WITH NEATNESS AND DISPATCH"

## NEW UNIVERSAL SERIAL.

Here's One That Should Prove a Great Big Winner.

The announcement of a new Universal serial is always received with interest by the Canadian film trade. Therefore the news that the next Universal serial soon to be released, "The Brass Bullet," has already caused talk among the film trade in the Dominion.

According to the press gents who are responsible for one of the most attractive serial campaign books that Yc Editor has seen in many moons, this latest Universal serial is "some pumpkins." Miss Juanita Hansen, who is featured as the "Beautiful Juanita" looks to be some baby doll, judging from her photographs.

Juanita is ably supported by Jack Mulhall, who has been termed "dashing." He is supposed to put the dash in the serial, and cause the matinee girls who just adore matinee idols to have pitty-patts of the heart. Jack is surely a handsome, dashing duck.

With these two well-known featured players, and a cast of characters both big and capable, it would appear that Universal has an aggregation of film folk who are truly capable of giving "The Brass Bullet" the necessary

punch that characterize all Universal serials.

The Canadian Exhibitors should see the campaign book that has been issued for this serial. It is by far the best produced in some time, and is a sensible size, easily read, and crammed with splendid suggestions concerning the proper exploitation of the serial. Better ask for one—it's worth while.

## CURRENT AND COMING WILLIAM FOX RELEASES.

### Special Features.

Peggy Hyland: "Other Men's Daughters."  
Gladys Brockwell: "The Scarlet Road."  
Jane and Katherine Lee: "We Should Worry."  
George Walsh: "The Kid Is Clever."  
Tom Mix: "Ace High."  
June Caprice: "Blond Eyed Mary."  
Virginia Pearson: "Her Price."

### Standard Pictures

Theda Bara: "Under the Yoke."  
William Farnum: "True Blue."  
Annette Kellerman: "Queen of the Sea."  
William Farnum: "Riders of the Purple Sage."

### Sunshine Comedies

"Wild Women and Tame Lions."  
"A Neighbor's Keyhole."  
"A Waiter's Wasted Life."

### Mutt and Jeff Animated Cartoons

"Hospital Orderlies."  
"A Fisherless Cartoon."  
"Superintendents."  
"Tonsorial Artists."  
"Life Savers."  
"Meeting Theda Bara."  
"A Very Quick Lunch."

### The "Big Six"

(1918 Version of World-Wide Success).  
Theda Bara: "A Fool There Was."  
William Farnum: "The Bondman."  
Theda Bara: "Clemenceau Case."  
William Farnum: "The Plunderer."  
Theda Bara: "The Two Orphans."  
William Farnum: "A Soldier's Oath."

George Larkin, leading man in the "Wolf-faced Man" serial, is in the hospital recovering from a broken artery in his left leg just above the knee. He limped around for a week after the accident, which occurred in the Yosemite mountains, while the company was taking scenes there, thinking it was a wrenched ligament. It became so painful finally that he had to seek medical assistance, and a minor operation was performed. It is expected he will soon be about again.

It's no use waiting for your ship to come in unless you've sent one out.



# Exhibitors' Film Reports

**A Department to Help Canadian Exhibitors Get a True Angle on Current Pictures**

## EXHIBITORS' FILM REPORTS.

This is a department for you, Mr. Canadian Exhibitor. You are swamped each week with bundles of "press bunk" concerning features, "super-features" and "master super-features." What you want, however, are the true facts about a picture—what your brother-exhibitor really did with it in his theatre. This information is worth dollars and cents to you.

Every exhibitor who sends in his weekly film reports is helping himself as well as the "other fellow." He will tell his fellow-exhibitor the truth concerning the pictures he ran, and they, in turn, will give him the information so vital to his success.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.

## EXHIBITORS' OWN REPORT.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.

Title .....

Stars .....

Released by .....

Number of reels.....

Manager .....

Theatre .....

Town or City .....

Remarks .....

.....

.....

Title .....

Stars .....

Released by .....

Number of reels.....

Manager .....

Theatre .....

Town or City .....

Remarks .....

.....

.....

## Exhibitors' Film Reports

...**"THE FIGHTING GRIN."** Franklyn Farnum (Universal), five reels; A typical Bluebird, a good mixture of humor and drama; attendance was good. Stevens and Lawson, Star theatre, Edmundston, N. B.

**"THE WOMAN GOD FORGOT;"** (Famous Players), five reels; fine settings; battle scenes splendid; good attendance with strong opposition. Stevens and Lawson, Star Theatre, Edmundston, N. B.

**"THE MAN TRAP,"** Herbert Rawlinson; Bluebird (Universal) five reels; rather unique handling of police or crook play. Snappy story but abrupt finish. Roy Weaver, manager the Hippodrome, St. Catharines, Ont.

**"THE WOMAN IN THE WEB."** Serial; first and second episodes (Viagraph); Best opening for a serial yet seen; snap and action throughout. Roy Weaver, manager the Hippodrome The-

## CLOSED FOR A MONTH.

The Patricia Theatre, London, Ont., has closed shop for one month, and will reopen at the expiration of that time with the Select program.

## THE VILLAIN.

By Dick Willis.

You can be the handsome hero, wear the "soup and fish" and frills,  
For me the rascal's part, the cuss who robs, betrays and kills.  
You may strike the noble attitudes and earn the Fan's O.K.  
Give me the role with all the "fat"—the villain of the play.

The hero gets the hand-claps, but I draw the hisses down,  
The hero makes 'em smile and sigh, I make 'em scowl and frown.  
They call me a mean, ornery cuss, and dub him nice and "sweet";  
Give me the villain every time, the part that's full of "meat."

Your hero ambles through his part with studied poise and pose,  
Why anyone can do that if he has the looks and clothes.  
Give me a part with character in which I have to act,  
I play the villain every chance and love it for a fact.

Gloria Hope has qualified as an expert interior and exterior decorator, judging from the way she arranged the decorations for a friend of hers who resides next to her own home. The friend was giving a birthday party, and Gloria volunteered to help fix the place up for the glad event. When the friend saw how Gloria went about it, and the results she obtained, she immediately turned all the decorating job over to the little red-headed star. Gloria admitted that the decorations were not her own idea, but copied after a set in one of her pictures when she was with Thomas H. Ince.

# MARITIME PROVINCE MENTIONS

## "NEWS ARE SCARCE."

This may be headed "News" but news to quote an American Motion Picture Magazine "are very scarce" just now.

Things about here seem to be going on much the same way. One inquires at one exchange and the manager says "splendid business" while next door to him you are told that no one is doing any booking to speak of yet; another says it is an average summer and allowing for weather, daylight saving, the war conditions, the high taxes, and other minor evils still the exchanges are open and everything running per usual.

## GOOD SHOW WEATHER.

We have had nine days of dull weather which is good for the Picture Houses. When it is fine the attendance is slim but the damp evenings, the good pictures, which we undoubtedly have, draw the regular patrons and a number of the floating population. While the exodus out of town has been great, still many do not care for the quiet of the rural districts in the evening and would rather hear the tinkle of the piano or the fine music of the orchestra at their favorite picture palace than all the music of birds or ripple of brooks in the country. The manager rejoices in this desire for urban joys. It means dimes and quarters in his pocket.

## EXCHANGES MAY MOVE.

The matter of the moving of the exchanges is again in the air—in fact from news received by one of the exchange managers, the heads of the business in Toronto are practically unanimous regarding the advisability of moving the exchanges from St. John where they claim that the taxes are excessive. The St. John offices are charged four times as much as the ones in Toronto are asked. I was told that the taxes of this year are in one case \$100 above last year and in some cases 200 per cent. more is demanded.

## GENERAL TO BE REPRESENTED.

The General Film Company will be again represented in this city as I understand their output is to be handled by William C. Smith, manager of the Empress Theatre, West Side. Mr. Smith has opened an office in the Armstrong and Bruce building, Prince William St., in the quarters formerly occupied by the Metro. The Specialty Film Company are upstairs in the same building.

## RUMORS OF NEW HOUSE.

Charlottetown, P.E.I.—There are rumors here of the opening of a new theatre. It is said that some of St. John parties are much interested in this. The Prince Edward is the only picture house at present running in Charlottetown.

## HIS KINDNESS IS APPRECIATED.

A letter appeared in the daily papers recently from L. E. Ouimet, of Montreal. It was addressed to the local French Red Cross and stated that the writer had great pleasure in sending as his donation to the St. John celebration of France's Day a colored scenic picture. Last year Mr. Ouimet sent from the Specialty Film office in Montreal a very pretty picture and his continued kindness is much appreciated by the committee as was stated in the daily press.



## MASON IN TOWN.

Arch Mason, of Wolfville, N.S., was a visitor in town last week. Mr. Mason has two theatres to book for and says that business is good in his part of the world. We had a word to say about the high taxes which he has to pay and how very difficult it is to make the picture game pay now-a-days.

## ST. JOHN VISITORS.

A. A. Ayer, of Sackville was in St. John this week.

N. J. Wooten, of Perth, N.B., was another visitor in the city, as was also K. Keltie, of Truro.

What you do between starting your picture and counting up your cash, and between counting up your cash and starting the next picture, are the things that count.

## WAR PICTURE GOES BIG.

Talking with H. H. McArthur, of the Regal Film Company, he tells me that the Rita Jolivet picture "Lest We Forget," has been very successful at the Casino, Sydney, and the Russell, in Glace Bay. It is to play The Dreamland, Moncton, and has been booked for a repeat date at the Imperial, Halifax.

## PERSONALITIES HELP "HYPOCRITES."

Screen Story Expected to Duplicate Success of Stage Play.

The three outstanding personalities directly connected with the making of the film version of "The Hypocrites," now being distributed by General Film Company, are expected to make this production one of the most attractive and widely booked features released in recent months, according to a General Film statement. Elizabeth Risdon, the beautiful and highly talented star; Henry Arthur Jones, the author of the original play, and George Loane Tucker, the director, are names for the exhibitor to conjure with, the statement continues, and should call forth the best showmanship of the exhibitor.

The sensational success enjoyed by Elizabeth Risdon in the English melodrama, "Seven Days Leave," presented on the New York stage for several months last winter, is expected by General Film to add greatly to the drawing power of "The Hypocrites." The beauty and dramatic talent of the star who contributed to the success of "The Manxman" and "The Mother," two great photoplay successes, are said to be strikingly emphasized in her latest film story, which has been greatly embellished by the masterly Tucker direction which made successes of such features as "The Manxman," "The Cinderella Man," "Joan of Plattsburg" and "The Mother."

General Film is said to be building its sales and exploitation campaigns for the screen story with a view to duplicating the tremendous success enjoyed by "The Hypocrites" on the legitimate stage.

Announcement for the release date is to be made in the near future.

Howard Hickman, who is directing Bessie Barriscale at the Paralta studios, did not enter on his duties in the approved customary manner. Scorning precedent, he discarded puttees and semi-riding pants and turned up attired in white flannel unmentionables and a white shirt and blue tie—all really most unprofessional. Howard has an idea that direction is a matter of ability, dramatic instinct and experience rather than pants and puttees. What is more, this misguided person does not own a megaphone, and directs in his usual quiet everyday voice. He is quite hopeless.



## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**EXPERIENCED LADY PIANIST, A.** F. of M., G. S. M., London, England, desires re-engagement in good moving picture theatre; Alberta preferred; can thoroughly cue the pictures. Address X. Y. Z., care Mrs. J. Moorey, Ewelina, via Macleod, Alta.

**POSITION WANTED**—Licensed operator desires position; has eight years' experience; please mention best terms. C. A. Nelson, Carleton Co., Hartland, N.B. 3t

**FOR SALE**—One Walberg and Augh glass crash; absolutely new; listed at \$12.00, will sell for \$5.00, as we have two of them; f.o.b. Simcoe. Apply Fred R. Pursel, Lyric Theatre, Simcoe, Ont.

**FOR SALE**—One set J. C. Deagon's "Steel Marinbaphones," on floor rack, with resonators; low pitch; two octaves only; price \$25.00, f.o.b. Simcoe. Apply Fred R. Pursel, Lyric Theatre, Simcoe, Ont.

**FOR SALE**—One set of "Parsifal" steel orchestra bells, J. C. Deagon make; with resonators; two octaves, G to G; low pitch; in perfect condition; price \$20.00, f.o.b. Simcoe. Apply Fred R. Pursel, Lyric Theatre, Simcoe, Ont.

**FOR SALE**—One Powers Six machine, almost new; one standard motor drive, d.e.; one Edison exhibition model, all complete with lenses and rheostat, and two d.e. picture plants, consisting of dynamos and engines. All the above equipment is in excellent condition, and will be sold at a bargain. Apply to C. A. Nelson, Star Theatre, Hartland, N.B. 3t

**EXPERIENCED MANAGER** and projection expert desires engagement in house where ability will be recognized; twelve years' experience (ten years with one firm); no engagement too big nor too small, providing you are willing to pay for results; will go anywhere in Canada, but must have absolute control. Reply to "Live Wire," care The Digest, 326 Spadina Ave., Toronto, Ont.



THEDA BARA AS CLEOPATRA

men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.

**WANTED**—Ticket chopper in good condition; state cost price. Royal, Port Hope, Ontario. (1)

**WANTED.—POSITION AS PIANIST** for moving picture theatre, in the city of Toronto preferred. However, will go anywhere in Canada, if right kind of proposition is offered. Am thoroughly competent with splendid experience for this class of work. Write Miss Robertson, 128 West Roxborough street, Toronto, Ont.

## Cleopatra Does Great Business

### Fox Photoplay Goes Into Grand in Toronto And Gets The Coin

Capacity business for six matinees and six nights for the entire week beginning July 8th, 1918, was the story the box office told at the Grand Opera House, Toronto, whose attraction was "CLEOPATRA," the wonderful William Fox photo play starring Theda Bara. This is the second showing of this remarkable production for the city of Toronto, and the fact that it played to more people the second time than the first, especially during the warm spell, is conclusive proof of its value as a box office attraction.

There is no woman in the world, who "CLEOPATRA," and Theda Bara having proven conclusively as the greatest vampire of the screen playing "CLEOPATRA" makes it an attraction, which will appeal to all.

The advertising for "CLEOPATRA" during the engagement at the Grand Opera House, Toronto, was ably looked after by Mr. James W. Cowan, manager of the theatre, and by Ben Rogers, Toronto branch manager of the Fox Film Corporation, Limited. There were 60 elaborate 24-sheet stands posted in the most conspicuous places in the city of Toronto, besides hundreds of artistic sixes, threes, and one-sheets.

"CLEOPATRA" is now ready for booking and dates can be procured by getting in touch with any of the Fox offices.

"If we only had a real trade paper in Canada," has been the cry of the Canadian exhibitors and exchanges. Well, boys, it's here now. Are you supporting it by sending in your subscriptions?

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay you to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

**WID'S FILMS & FILM FOLK, Inc.**

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!



## Releases in Toronto and Montreal for Week Ending July 20th

### TORONTO RELEASES

#### SPECIALTY FILM IMPORT—

"The Voice of Destiny," Baby Marie Osborne, 5 reels.  
 "The Furniture Mover," Toto comedy, one reel.  
 Trinidad, British West Indies, scenic, one reel.  
 History of the Great War, one reel.  
 Pathe British Gazette, one reel.  
 Pathe News, two a week, one reel.  
 British War Office Official News Weekly, one reel.  
 "The House of Hate," serial, two reels.

#### VITAGRAPH—

"The Highest Bidder," Alice Joyce, five reels.  
 "The Cub and the Daisy Chain," Drew Comedy, one reel.  
 "Bathing Beauties and Big Boob," Bib V Comedy, one reel.  
 "The Fight for a Million," serial episode No. 2, two reels.

#### FAMOUS—

"Hit-the-Trail Holiday," George M. Cohan, five reels.  
 "The Bravest Way," Sessue HayaKawa, five reels

#### MUTUAL—

"My Lady Nicotine," Strand comedy, one reel.  
 "A Square Deal," Marguerita Fisher, five reels.  
 Screen Telegram, No. 37, one reel.

#### FOX—

"A Daughter of France," five reels.  
 "The Life Savers," Mutt and Jeff comedy, one reel.  
 "Du Barry," Theda Bara, one reel.

#### GENERAL—

"A Daughter of Uncle Sam," serial, one reel.  
 "The Janitor," Ebony Comedy, one reel.  
 "His Fatal Fate," Diamond comedy, one reel.  
 "Slippery Slim's Dilemma," comedy, one reel.  
 War Library," No. 20, and scenic.  
 "Shadows of the Rockies," Rancho Western Drama, two reels.

#### UNIVERSAL—

"Repeating the Honeymoon," Nestor comedy, one reel.  
 "Clean Sweep," L-Ko. comedy, two reels.  
 Universal Animated Weekly, No. 34.  
 Universal Screen Magazine, No. 81.  
 Universal Current Events, No. 63.  
 "The Pay Roll Express," Western and Railroad Drama, 2 reels.  
 "The Lion's Claw," 17th episode, two reels.  
 "Scandal Mongers," Bluebird, five reels.  
 "The Vamp Cure," Lyons and Moran comedy, two reels.

### MONTREAL RELEASES

#### FAMOUS PLAYERS—

"His Final Reckoning," Pauline Frederick, five reels.  
 "Hit-the-Trail Holiday," George M. Cohan, five reels.  
 "Two Tough Tenderfoot," Mack-Sennet comedy.

#### FOX FILM COIP.

"The Kid is Clever," Geo. Walsh, five reels.  
 "Blindness of Divorce," Marion Cooper, six reels.  
 Mutt and Jeff cartoon.

#### GENERAL FILM CO.

"Coming of Faro Nell," two-reel Wolfeville.  
 "Reuben's Romance," I reel comedy.  
 "Slippery Slim and Herbs," I reel comedy.

#### METRO—

"Opportunity," Viola Dana, five reels.  
 "Too Much Henry," Mr. and Mrs. Sidney Drew comedy.

#### MUTUAL—

"Misinformed," (Screen Classic.)  
 Screen Telegram, 31-T-I.  
 INDEPENDENT FILM SUPPLY—  
 "A Mute Appeal," Jean Sothorn, five reels.

#### REGAL—

"Th Service Star," Madge Kennedy, (Goldwyn), six reels.  
 Keystone Comedy, two reels.  
 Triangle Comedy one reel.

#### UNIVERSAL—

"Her Body in Bond," Mae Murray, five reels.  
 "The Husband of Wild River," Munro Salisbury, five reels.  
 Animated Weekly, No. 33.  
 Screen Magazine, No. 80.  
 Current Events, No. 62.  
 "The Lion's Claws," No. 16.  
 "The Pursuing Package," H. Mann and Kathleen O'Connor.  
 Choo-Choo Love," Alice Howell, two-reel comedy.  
 "The Shooting Party," Mignon-Anderson two-reel drama.  
 "Almost Welcome," Lyons-Moran comedy.

#### VITAGRAPH—

"A Game With Fate," Harry Morey, five reels, (Blue Ribbon.)  
 "Hindus and Hazards," Big V comdy.  
 "Woman and the Web," Episode No. 15, 'Out of the Web.'  
 "Fight for a Million," Episode No. 1, 'The Snare.'

#### SPECIALTY FILM IMPORT—

"Cupid by Proxy," Baby Marie Osborne, five reels.  
 "House of Hate," Pearl White and Antonio Moreno, 'The Vial of Death,' two reels.  
 "An Ozark Romance," Harold Lloyd, one-reel comedy.  
 "Cleopatra," Toto comdy, two reels.  
 History of the War, educational, one reel.  
 British War Office Official News, one reel.  
 Pathe News, one reel, two-a-week.

## The Digest Grows Each Week—"There's A Reason"

**CUT THIS COUPON OUT and MAIL it TODAY**

*Enclosed please find \$1.00 for one  
year's subscription to the*  
**Canadian Moving Picture Digest**

Name .....

Theatre .....

Town..... Province.....

**RADIO MAT-SLIDE**  
PATENT APPLIED FOR

**Send \$2.00 for Box of Fifty**

Exclusive Canadian  
Sales Agent

Everything the Motion Picture  
Theatre Requires

**J. T. MALONE**

**337 Bleury St. - Montreal**

For Sale by all Leading Dealers



## If I Were You!

### What I Would and Wouldn't do in Connection With Run- ning a Moving Picture Theatre

Even though I had no competition in my city, I wouldn't let that fact effect the quality of my entertainment or the price of admission I was getting. I would realize that nothing discourages new competition coming in as much as the fact that the present fellow on the job is in good stead with his patrons. Then, if in spite of this, another theatre did decide to locate in my city I would not be in fear of losing my regulars whom I had treated fair when I had things my way. Competition can be turned into an asset instead of a handicap if properly met with by clean methods. I would welcome the new theatre to my city with a well-worded ad. which would make the new manager morally obligated to reciprocate by clean methods. Then, if he started to dig into me later by nasty advertising, I would derive the benefit by ignoring him, leaving the general public to judge as to which theatre deserved support.

Have you ever tested out the magic effect of fresh flowers in your lobby and foyer? If I were you I would have a personal chat with a local florist with a view of entering into a mutual agreement with him to furnish fresh flowers for my theatre every day in return for a slide on my screen at each performance. If I did not favor screen advertising, other than announcements of my coming attractions, I would word the florist's side in such a way that it would not appear as advertising. I would have the slide say that "Fresh Flowers Are Furnished This Theatre Daily by the Blank Floral Company." This copy will do the floral company just as much good as any other ad. they could prepare, and will not appeal to your patrons as an out-and-out ad., appearing to be more in the nature of an announcement of one of your house features. All women naturally rave about flowers and you'll be surprised at the amount of comments several vases of fresh flowers in your foyer will bring forth.

If there were frequent rains in my locality and I found that they seriously hampered business, I would try to get the people out of their homes regardless of the weather by announcing that my theatre had a special "Rainy Day Squad" to look to the comfort and convenience of those who came out in the wet to see my show. For those who come in cars I would have a footman on the job with an umbrella to assist them from their machines into my theatre. Inside, I would have umbrella check racks and check umbrellas and parcels free of charge. I would insist that my boys did not accept tips for this or any other service rendered. If an unexpected shower came up while the performance was on I would run a slide at the first break in the performance, announcing that a sudden shower had

come up and that if those who had machines outside with the tops down would give their car numbers to the usher on their aisle, the theatre Service Squad would be pleased to put their tops up for them. This should register a tremendous hit with not only those whom it affected but all others in the theatre. It shows willingness to provide not only entertainment but convenience and personal service as well.



Edna Goodrich, New Mutual Star

I would take my house staff into my confidence and make them feel that they were a part of my organization and directly responsible for a large measure of its success. I would instil them with the courtesy and service idea and keep a careful tab on how my wishes were being carried out. When I noticed that the boys were "hitting the ball" in fine shape I would slip them a little raise to show them that their efforts were appreciated. If I found that I had a boy on my staff who didn't fit in with my idea of things, and was inclined to shirk when I was not around, I would get rid of him without delay, before his manner could exert its influence on the other members of the staff. On the other hand, if I found that one of my boys showed unusual promise, I would try and create a job for him carrying a little more responsibility and salary. If he came up to my expectations I would make him assistant manager. This promotion within the ranks would be an inspiration for the rest of the boys, and a goal for them to strive for.

Every so often I would try and place myself in the position of a patron entering my theatre for the first time, and would attempt to analyze the impression received from his viewpoint. When things are running satisfactorily there is too often the inclination to forget about the general appearance of the house. Your patrons are apt to lose interest in the interior appearance of your theatre is always the same every time they come in. Most managers have come to realize the importance of keeping their lobby attractive, but too few of them have paid the same attention to the interior appearance of their theatre. Unless you cater to a strictly transient patronage, you will find that real success lies not only in getting patrons in, but in getting them back again. —From the Parentage Messenger.

### "HER HUSBAND'S HONOR"

"Her Husband's Honor" has been selected as the title for the first of Edna Goodrich's new series of features for Mutual. It was produced under the working title "The Gadabout" from Maibelle Heikes Justice's story.

"Her Husband's Honor" has been set for release August 5. The picture was produced under the direction of Burton King. Miss Goodrich will shortly start work on the second of her new series.

"Her Husband's Honor" was chosen as a vehicle for Miss Goodrich after a long search for a play which would exactly suit the talents of the famous stage beauty. It was agreed between Miss Goodrich, James M. Sheldon, president of the Mutual, and Mr. King that Maibelle Heikes Justice's story provided exactly the material required for the star.

The story is built around the efforts of a beautiful young wife to save her husband from disgrace and prison as the result of an impending business crash for which he was not responsible but in which he is a victim. The plot involves the efforts of a delegation of Japanese government representatives to secure certain plans and specifications from an American contractor.

### FOX STANDARD PICTURES IN QUEBEC.

A number of Fox Standard Pictures will be presented at the Princess Theatre, Brownsburg, Que., it is announced from the Fox offices, under the auspices of the Y.M.C.A. The arrangement is largely due to the initiative of the executive of the Dominion Cartridge Company, which employs a considerable number of residents at Brownsburg.

The decision to show Fox Standard Pictures for the Y.M.C.A. resulted from the success of the presentation of William Fox's "A Daughter of the Gods" as a benefit for the Canadian Red Cross Society.

How would you like to live in a tropical island where the cost of living is figured at \$4 a month per head? This is the tariff for board in St. Croix, in the West Indies. Wonderful pictures of native life are shown in the new Post Travel Series released by Pathe.





WILLIAM FOX PRESENTS  
**THEDA BARA**  
**CLEOPATRA**

**The Siren of  
the Nile**

---

**The Most Sumptuous Film  
Production on Earth.**

---

**Every Live Canadian Exhibitor  
Will Book**

**“CLEOPATRA”**

**FOX FILM CORPORATION, LIMITED**

**TORONTO ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



Ready for Release

**AL and FRANK JENNINGS**

present their first

*Pictured Episode*

in six parts, entitled

## **"LADY of the DUGOUT"**

An absolutely authentic story of real thrills from their careers of outlawry before being pardoned by President McKinley. All scenes are actual facsimiles photographed by David Abel upon the original outlaw territory in Texas and Oklahoma.

Based upon their outlaw stories, written in collaboration with Will Irwin, and appearing in the Saturday Evening Post.

An expose of real outlawry as compared to reel outlawry.

The first of a series of stories by real outlaws in the real West. Everything in supplies up to 24 sheet stands.

Under personal arrangement and direction of

**W. S. VANDYKE**

Address all inquiries to

**Al Jennings Production Company**  
Culver City, Cal.

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

5  
PRICE  
CENTS

JULY  
27th

A WEEK-END

AND PLAYERS

MAGAZINE

DEVOTED  
TO

PHOTO-PLAYS

# READ THE DIGEST

This Week and  
Every Week

It's Clean  
It's Wide-Awake  
It's Growing Rapidly

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
Canadian Moving Picture Digest  
PUBLISHING COMPANY

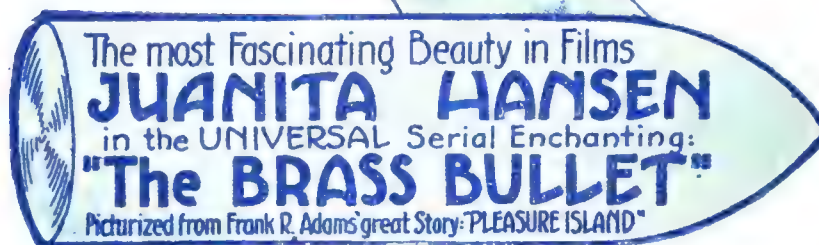
MONTREAL  
Room 2, Imperial  
Theatre Bldg.



# NOW!

The Perfect  
Serial!

The  
Universal  
Serial!!



# "THE BRASS BULLET"

The De Luxe High Speed Serial

To Be Released in Canada August 12th

18 thrilling weeks of enchanting photography of the most  
alluring character with that ravishing beauty,  
JUANITA HANSEN and a picked cast.

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
**HEAD OFFICES — TORONTO, ONT.**  
**ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





---

## They're the Marks of Better Motion Pictures

*You* know it. But what is more important—

Everybody in your town knows it. And tonight and every night they're crowding the theatre that displays these marks.

Is that *your* theatre or the other fellow's?

---

CANADIAN DISTRIBUTORS  
**Famous Players Film Service,  
Limited**

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 4

SATURDAY, JULY 27th, 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Make 'Em Buy From You!

**Y**OU, Mr. Exhibitor, are a merchant. You are selling something to the public. Therefore your success, to a marked degree, is contingent upon your selling ability. Didja ever stop to consider it that way? Think it over! You'll admit the logic of this statement.

The public to-day is shopping for pictures—and the picture houses who intelligently display, advertise and sell their wares are the houses that do the consistent business, week in and week out.

Yes, boys, you've got to sell them—not once, but every day in the week, else they'll walk further down the street to Bill Jones' Picture Palace, and hand over their money to Bill's cashier, because Bill is a better salesman than you.

A dingy, ill-lighted front, plastered up with smeary, dirty photographs, and encased in a frame with the paint nearly all worn off the woodwork, accompanied by ugly, torn and flapping posters, will brand the management of that particular theatre as a fairly good junk dealer, but a mighty poor salesman.

Exhibitor, don't let the public go shopping all over the neighborhood for pictures—make 'em come directly to you and buy from your counter.

### FEWER PICTURES AND LONGER RUNS.

**S**PECIAL'' productions seem to be having a decided vogue with the Canadian exhibitors in large cities and small towns. A number of exhibitors are showing fewer pictures for longer runs. The day of the longer run for really worth-while pictures is slowly but surely coming. One of the great evils of the film business, which has a large tendency to cause waste and inefficiency, is the short life of the picture. This condition meets with favor, and is a good thing for the industry as a whole, when the film is not worthy of a long existence, but it is all wrong when applied to a picture that is good enough to have a better fate than a short life. Fewer pictures and longer runs will help this industry mightily.

### "WE HAVE WITH US —."

Well, boys, the hot weather is here! At least, this week was hot enough to demonstrate that Old Sol was on the job. Are you still on the job? The hot weather is the true test of showmanship. If you can continue to do consistent business—hot weather or no hot weather—you can certainly be classed as a showman. Give this Hot Weather Problem some real constructive thought and study.

It pays big dividends at the box-office.

## Sheldon Promises Some Big Things

### "Full Steam Ahead" is Slogan of Mutual Organization

With Sessue Hayakawa at work on the third of his series of eight special productions under direction of Haworth Pictures Corporation, Gail Kane producing the first of her series of dramas for Gail Kane Productions at a New York studio, and Edna Goodrich completing her second picture in New York James M. Sheldon, president of the Mutual Film Corporation announced that important negotiations are in progress which will bring other important stars into affiliation with the Mutual.

Mr. Sheldon during his brief incumbency of the presidency of the Mutual has, in addition to the negotiations which brought Hayakawa, Kane and Goodrich under the Mutual banner, consummated arrangements for the release of Outing-Chester's series of one reel adventure pictures. He has moved the Screen Telegram, Mutual's twice-a-week news reel, from Chicago to New York, and perfected plans for more rapid distribution of the news release.

"In reorganizing the Mutual releasing schedule," said Mr. Sheldon in his New York office the other day, "we are arranging for productions of the highest merit and most certain box-office value. In the selection of productions and of series of productions for Mutual release, we are keeping to the forefront the selling problems of the motion picture exhibitor. The pictures which come to the screen over Mutual's name will be exhibitor profit makers.

"Our negotiations with the Haworth Pictures Corporation for release of the Hayakawa specials were closed only after an exhaustive investigation by the Mutual organization into the money making possibilities of Hayakawa from an exhibitor's standpoint. I am convinced that the Hayakawa specials will make money for every theatre which shows them.

"The same rule governed our selection of the Outing-Chester adventure pictures," continued Mutual's new chief executive. I found that there was a healthy demand from the motion picture public for just the kind of productions that Mr. Chester and Outing Magazine had produced.

"I am happy to note that the results of my inquiry into the demand for this type of picture has been tested and proved at the motion picture box office. The more progressive exhibitors who have been showing the Outing-Chester series have found that short length features of this quality are of sufficient strength to carry an occasional special program.

"Gail Kane proved her box office value in the recent series of pictures she made for Mutual. 'A Game of Wits' was pronounced by exhibitors and by trade press as one of the best money making features of 1917 and 'Souls in Pawn' was declared one of the most perfect pictures from a dramatic standpoint of last year's releases.

Miss Kane is now working under her own producing company on a series of pictures for Mutual. The first release as has been announced will be 'Love's Law.'

### Will Appear Before The Moving Picture Camera



After giving the matter serious thought for some time, Col. Roosevelt, one of the foremost living Americans, has announced his intention of appearing in a series of moving pictures, possibly in an autobiography. This is, indeed, a decidedly important announcement for the entire film trade, and the appearance of Col. Roosevelt on the screen will add dignity to the moving picture, and carry great weight. It is the intention of Col. Roosevelt to make the forthcoming Roosevelt pictures help materially in fighting the Huns. A great deal of the profit on the venture will be turned over to the American Red Cross.

### Lyceum Shows Serial To Draw The Crowds

The Lyceum theatre, Winnipeg, Manitoba, one of the largest of the local theatres, had a big week during the week of July 8. The main attraction was "The Price of a Good Time," and extras for the matinee performances included the fourth chapter of "The House of Hate." The plan of presenting the serial at matinees only was adopted to encourage more patronage during the afternoons. Other pictures on the bill were a Mutt and Jeff comedy and one reel of the historic series, "History of the Great War."

The Lyceum has a large ladies' orchestra that has made a name for itself during past months. This organization has become a permanent feature of the theatre. The Lyceum has made a special feature of Goldwyn releases during the past year.

Work as if you owned the place—and perhaps you may.—Elbert Hubbard.

## Goldfish Makes Statement About Goldwyn Pictures

Here is the Goldwyn statement concerning the recent business deal whereby the Allen interests get Goldwyn for Canada:

Goldwyn Pictures distribution for the Dominion of Canada for a period of years will be in the capable hands of J. J. and Jule Allen, the largest exhibitors and distributors in the Dominion. This announcement follows the signing of a contract this week between Goldwyn through Samuel Goldfish, its president, and J. J. Allen, of Toronto.

The Allens, besides being the most powerful distributing factors in Canada are also the owners of the greatest chain of motion picture theatres in the neighboring land across the border. They own and operate the Allen theatre, Toronto, the cornerstone of their theatre interests, and theatres in Montreal, Quebec, Calgary, Moose Jaw, Brandon, Edmonton, Winnipeg and Regina.

Distributing offices are maintained in Toronto, Montreal, St. John, N.B., Calgary, Winnipeg and Vancouver, B.C.

In addition, these two successful brothers are the heads of the Monarch Film Company, Ltd., and Famous Players Film Service, Ltd.

"I feel that Goldwyn is obtaining through the Messrs. Allen the finest and most representative distribution that could be obtained in Canada," said Samuel Goldfish, who was naturally delighted over this new alliance, which forecasts a further tremendous expansion of Goldwyn business in the Dominion. "I feel that the Allens are by all odds, the ablest picture men in Canada and that the contract I have just negotiated with them is the most important ever made by Goldwyn beyond the borders of the United States.

"Goldwyn Star Series productions will be widely advertised and exploited both before and after our first fall release in Canada, and as a result of this Canadian exhibitors will find that the box-office values of our pictures will be greatly intensified.

Another matter of great importance to Canadian exhibitors is that our Star Series production will be received by the Messrs. Allen in the various offices from one to two months in advance of release to enable them to hold special showings whenever desirable and gain for each individual production the very widest possible publicity and advertising in advance of its presentation in the theatres of the Dominion.

### HE ALSO HELPS.

Another exhibitor in Canada who believes in "doing his bit" in helping the cause of better film from the exchanges, is Mr. L. Kennedy, of the Lyceum theatre, Wingham, Ont. Mr. Kennedy also makes use of a very compact and neat Film Report which he sends to the exchange. The following information is contained on his report: Feature, condition of film, leaders, trailers, titles, scratches, perforations, misframes.



# Canadian Exhibitors' Film Verdicts

A Department to Help Our Own Exhibitors Get a True Angle on Current Releases

The Digest desires to make this department of real worth to every Canadian exhibitor. We want the criticisms contained in this department to be truthful statements of the box-office value of the pictures you run. If the criticism on the picture you desire to know something about is not in this department, we will try to secure the information for you if you will write and ask us for it. Exhibitors!—this is your department—make use of it!

## Fill Out The Reports Each Week

Help Us To Help You!

*If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.*

*Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.*

Your box-office is the test of popularity. Fill in the blank NOW.

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

## Exhibitors' Film Reports

**"A MODERN MUSKETEER";** with Douglas Fairbanks (Famous), five reels. Picture good, was patrons general opinion. Lots of pep and action. Star is popular in this district. Walter H. Musson, Star theatre, Hespeler, Ontario.

**"MADAM JEALOUSY";** with Pauline Frederick (Famous), five reels; good moral story; rather dry for young people; did fair business with it. Walter H. Musson, Star theatre, Hespeler, Ontario.

**"WITHIN THE CUP";** with Bessie Barriscale (Regal), seven reels; a poor picture as far as entertainment goes; Empress theatre, Prince Albert, Sask.

**"THE GREAT WHITE TRAIL";** with Doris Kehyon (Regal), seven reels; A good entertaining picture, in fact the sort that our patrons like. Empress theatre, Prince Albert, Sask.

**"THE FAIR PRETENDER";** with Madge Kennedy (Regal); six reels; a poor picture—nothing to it. Empress theatre, Prince Albert, Sask.

**"THE WINGER MYSTERY";** with Franklyn Farnum (Universal), five reels; First two reels slow—the rest good; audience enthusiastic; fair attendance in spite of bad weather conditions. Stevens and Lawson, Star theatre, Edmundson, N. B.

**"THE WORLD APART";** with Wallace Reid and Myrtle Stedman (Regal), five reels; not enough action in this one; the dark scenes make the story hard to follow. The daylight savings bill hurts attendance here Stevens and Lawson, Star theatre, Edmundson, N.B.

**"HEARTS AND DIAMONDS";** with William Russell; five reels; (Mutual); this proved to be a very fine production, and seemed to please our patrons very much indeed. John Powell, sole owner, the Grand Opera House, Barrie, Ontario.

**"TOM SAWYER";** with Jack Pickford, (Famous); five reels; this production drew big with the children of the town; John Powell, the Grand Opera House, Barrie, Ont.

**"BAB'S MATINEE IDOL";** with Marguerite Clark, (Famous), five reels; the picture contained nice, clean comedy—the kind the people want. John Powell, Grand Opera House, Barrie, Ontario.

# TORONTO AND ONTARIO TOPICS

## STEVENS IN NEW YORK.

Chas L. Stevens, general manager of Superfeatures, Ltd., was in New York a few days ago looking over the state right features with a view to securing Canadian rights.

## DISPLAYS GREAT SPIRIT.

The movie calendar which was inaugurated in the Toronto Daily News, as a weekly feature in its Saturday edition, continues to grow. The department has now been turned into a daily calendar. The News is now carrying the names and addresses of about thirty-three Toronto moving picture houses, as well as telling the current features at each house. To the Toronto News belongs the credit of inaugurating this interesting department, and the efforts of the daily newspapers on behalf of the exhibitors has met with a ready response. The News is making a specialty of moving picture news, and carries more news of film activities than any other Toronto paper. "We believe that the news of moving pictures can be classed as real news," declared the advertising manager of The News to the Digest reporter. "The screen has thousands of followers in this city, and we are giving them film news that will interest them from day to day."

## OVERCAME THE DIFFICULTIES.

The latest Griffith film spectacle, "Hearts of the World," commences an engagement at the Allen theatre, Toronto, on Saturday, July 27th, for an indefinite run. It is said that the Allen management are figuring on at least a four-weeks' run. The picture has been given a great introduction to the Toronto public by means of good advertising and publicity, and the larger share of the credit for this must be given to Mr. Ben Cronk, the manager of the Allen theatre. In spite of the fact that Mr. Cronk was greatly handicapped by the non-arrival of the necessary advertising accessories from New York, he set to work and devised and designed his own advertising, window cards, cuts, etc., and had the necessary matter made right in Toronto. The entire advertising and publicity campaign for "Hearts of the World" in Toronto reflects credit upon Mr. Cronk when it is known that he worked the plan under some difficult handicaps.

## OAKWOOD GETS BIG BUSINESS.

Business at the Oakwood theatre, the magnificent house in the north east end of Toronto, is keeping up splendidly, in spite of the torrid weather. The big reason for this is the business-stimulating and business-building plan that is now being worked at this popular Toronto house. An unique Photoplay Contest is being held during the hot

spell, and will extend into exhibition week. The interest being manifested in the contest rivals that of a Dominion election. Manager Crang of the Oakwood is not giving his patrons time to think of the hot weather. Besides taking on this Photoplay Contest to hold the attention of his patrons, he is keeping up the high standard of his house by securing the very best attractions on the market, and has even gone so far as to spend real money to secure the services of two high-priced vocalists, Mr. John F. Webber and Miss Sorrell. These artists recently filled an engagement at the Regent theatre, Toronto, and immediately upon the conclusion of their Regent engagement were engaged for two weeks by Mr. Crang. The Oakwood management believes that in the so-called dull period special inducements must be made to create and hold the business. The Oakwood district population evidently appreciate the efforts of the theatre in their behalf if one is to judge by taking a peek at the nightly box-office statement.

## COLLETON IN LONDON.

Mr. John Colleton, manager of the Pathe Toronto office was in London last week on business connected with the Specialty Film Import, Ltd.

## THERE'S A MORAL TO THIS TALE.

Last week's warm weather—pardon, we mean hot weather, with a capital H—put a crimp into a number of Toronto and Ontario exhibitor's box-office receipts. However, the fellow who is a showman twelve months in the year, did not feel the hot spell in his box-office cash drawer, as badly as the exhibitor who gives up the fight for business as soon as the hot spell strikes his vicinity. Moral: Keep up the standard of your house—hot weather or no hot weather.

Newspaper space is wasted unless you put something in it.

\*\*\*\*\*  
\*  
\* **Film Offerings in Toronto** \*  
\* **This Week** \*  
\*  
\*\*\*\*\*

### ALLEN

"The Firefly of France," with Wallace Reid.

"Hearts of the World," commencing Saturday.

### LOEW'S.

"The Forbidden Path," with Theda Bara.

### REGENT.

"Passing of the Third Floor Back," Sir Johnston Forbes Robertson.

### HIPPODROME.

"The Model's Confession," with Mary MacLaren.

## NEW TEMPLE MANAGER.

Joseph O'Donnell, who is well-known in Toronto and Ontario film circles, has taken over the management of the Temple theatre, 1032 Queen street west, and is putting some good showmanship tactics into operation in this house. Mr. O'Donnell was formerly on the road for the former Kleine office in Toronto, and through this connection, has many friends in Western and Northern Ontario, which territory he covered for that company a short time ago.

## ROGERS LEAVES TORONTO.

Mr. Ben F. Rogers, for the past three years Toronto branch manager for the Fox Film Co., Ltd., has left for Washington, D.C., where he will assume the duties of branch manager of the Washington office of Fox. During his regime in Toronto Mr. Rogers, who is a young man, has made many friends who will be sorry to learn of his departure from the Queen City, but pleased to know that his latest move means a big advancement to him. Mr. Rogers came to Toronto from Boston, Mass., his home town, and has been with no other film company but Fox since he has been in the film business.

## BONE AT STRAND.

Morris Bone has accepted the position as assistant operator at the Strand theatre in Toronto. Previous to joining the Strand organization he was with the Regent and also the Photodrome theatres.

## METRO OFFICES MOVES.

The Metro office on the ground floor of the Hermant building, Dundas street east, Toronto, has been closed, and the "entire works" are now operating from the office of the Regal Films, Ltd., Adelaide street west, Toronto.

## BIG ADVANCE SALE.

The advance sale for "Hearts of the World," which opens at the Allen theatre, Toronto, on Saturday, was splendid. A special box-office to take care of this business was opened in the theatre building, which facilitated matters considerably. Immediately upon the conclusion of the Allen theatre engagement the film will go into Massey Hall for an engagement during Exhibition weeks.

## "RED" LEAVES UNIVERSAL.

Willis "Red" Braden, who for some time has been assistant booker in the Toronto office of the Canadian Universal Co., has resigned his position.

Don't sign a contract until you know some one else hasn't a better one to offer.

## Tips to Photoplay Writers

By Will M. Ritchey

(This is a series of snappy, little articles by the director of the story department of the American Film Company, Inc. Mr. Ritchey is a student of the photoplay and a previous series by him was published all over the world.)

Writers and especially well-known writers, have been getting into a very bad habit of late. They have been incorporating their own opinions of men and manners into their synopses.

For instance, we will say that a story concerns a young American business man and a girl. The story runs connectedly along to a misunderstanding between the man and the girl, and the writer will say "and George, forgetting his love in his greed for gain, neglects poor Mary. This is unfortunately true of many young American business men who overlook the little niceties of life, the things which appeal to their women-folk and who —" and so on for a page or two, by which time the thread of the story has been lost to the reader. Nothing is more irritating to the men who have to read the stories. They are looking for a connected narrative and are at the same time trying to visualize the story as it would appear on the screen in order to judge whether it is desirable or adaptable, even if it must meet with some alteration. They do not care a rap what the author thinks of certain characteristics of the members of different nationalities or peoples, nor do opinions of various psychological problems concern them. It is the ACTION of the story they want, its value from a dramatic standpoint, its entertaining qualities. The Motion Picture Editor agrees with Mark Twain, he does "not care how lengthy the story is as long as it is told in a few words."

A well-known editor recently wrote an author the following letter, — I waded through your opinions and poetical periods and am returning same, will you please send on the story."

If writers want their work to receive earnest consideration, they must first remember that the Editor is a busy man who is apt to lose interest when his mind is constantly taken off the continuity of a story by unnecessary matter.

Keep the personal equation out of your manuscript, the Editors are paid because they are able to judge for themselves and if they are not equal to their jobs they have no business to holding them. Don't try and force or bias their opinions or judgment, it only irritates them and is, after all, an impertinence.

Above all, remember you are writing for the screen and don't put in matter which will not be clear; the motion picture has certain limitations which must be observed.

To put the whole thing in a few words: Let your story be clear and connected, tell it as directly as possible. Use as many words as necessary and no more. Remember that conversation does not show on the screen.

## He's A Hustler!

S. Bloom, or "Sammy," as he is known to everybody in the film trade in Toronto is an exhibitor who has made a success of his business. Starting in a small way, Mr. Bloom to-day has four theatres in Toronto under his management and supervision, and he declares that more are to be added to



S. BLOOM, A Well Known Toronto Exhibitor

his "string." Mr. Bloom has been in the exhibitor end of the film business for the past five years. Previous to that he was on the stage as a professional magician, so that for many years he has been closely identified with things theatrical.

"Sammy" started in business with the Academy theatre, a 450-seat house, in the north-west part of Toronto. A short time ago he secured the Moss Park, 225 Queen St. east, later on he became interested in the Crescent theatre at 3,265 Dundas St., and his latest theatre is the King George at Bloor and Bathurst Sts. It keeps him busy making the necessary bookings for these four houses.

"Sammy" declares that he can take a theatre and "make an orange from a lemon." The Crescent and the Moss Park theatres were looked upon as "lemons," but he turned them into "oranges," and is extracting plenty of sweet juice from them.

Bloom is a born hustler, and is a good buyer of film, which doubtless accounts for his success to a large degree. He knows what his patrons want and he gives it to them. He also believes keeping in touch with his theatre-goers, and his curtain speeches at the Academy are one of the big features of the house.

Giles R. Warren has been added to the staff of continuity writers for World, giving World a staff of eleven. Mr. Warren has been scenario editor for Essanay for the last two years.

An ounce of attention is worth a ton of apologies.

## Let the Digest Help You

The Digest will print in the Classified Advertisements Department, without charge, applications of film trade employes for positions, requests of employers for help, etc.

For Sale, Wanted to Purchase, To Rent and Other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion. Stamps, cash or money order must accompany advertisements, otherwise insertion will not be made until amount is received at this office.

Salesmen, Bookers, Inspectors, etc., who are seeking new positions, can obtain quick results through these columns.

Send your wants into the Classified Department. Your name and address will not be printed unless so requested.

**TELL THE DIGEST  
AND THE WHOLE  
TRADE WILL HEAR**



## Registration Plan Endorsed By Many

Herein is the Latest List of  
Exhibitors Who Have  
Helped Us

The Registration Plan, launched by the Digest some weeks ago, is meeting with a splendid reception at the hands of these Canadian Exhibitors who can be clasped as "live ones." Every mail left at the Digest office brings a number of registration coupons properly filled out. Accompanying these registration coupons are letters from many of the exhibitors endorsing the idea and wishing the Digest the very best of success in the work undertaken.

Needless to say, these expressions of encouragement are received by this publication with great appreciation. We are pleased to know that the thinking exhibitors of this country are willing to co-operate and assist in any movement for the betterment of the industry as a whole.

Last week we gave a list of the Canadian exhibitors who had, up to going to press last week, sent in their registration coupons. We termed them "associate editors," and stated that we would consult these exhibitors from time to time as to the plans and policies of the Digest. We are pleased, again, this week to give another list of Canadian exhibitors, or "associate editors." Look over the list and see if it contains your name. If not we want it published in these columns. Send in your registration coupons.

ANDERSON & SCHILROTH—U-Kum theatre, Kincardine, Ont.

F. H. GOW—Broadway theatre, Vancouver, B.C.

W. C. HARWOOD—Vermont theatre, Toronto.

E. T. WYKES—Princess theatre, Schreiber, Ont.

WALTER H. MUSSON—Star theatre Hespeler, Ont.

HARRY MATHENSON—Apollo theatre, Harriston, Ont.

A. E. MacFARLEN—Regent Theatre, Hamilton, Ont.

J. A. STEWART—Griffin's Opera House, Guelph, Ont.

BERT O. FARMER—Orpheum, Fort William, Ont.

G. B. ODLUM—Hippodrome, St. Catharines, Ont.

E. R. DAVIS—Acme theatre, St. Andrews, N.B.

W. C. McKAY—Opera House, St. John, N.B.

EMPRESS THEATRE—Prince Albert, Sask.

COLIN DANSON—Grand Opera House, Springhill, Nova Scotia.

THOMAS CONNOR—Empress theatre, Kamloops, B.C.

J. L. McDONALD—Masonic Hall, River Herbert, N.S.

J. P. PITNER—Gem theatre, Nelson, B.C.

CRAGG & FRASER—Empire theatre, Bridgewater, N.S.

P. E. BERRY—Empress theatre, Vernon, B.C.

J. W. McCUTCHEON—Crystal theatre, Oshawa, Ont.

### MATINEE FOR SOLDIERS.

The Province theatre, Winnipeg, Manitoba, put on a "Military Show" on Monday morning, July 8, for a special presentation of Gerard's story, "My Four Years in Germany." Brigadier-General H. D. B. Ketchen and headquarters staff were among those who attended the show in an official capacity. Arrangements were also made to have disabled warriors who are now attached to local military hospitals at the performance. Because of the military nature of the event, no war tax was charged.

Margarita Fisher, American Film star, has completed for release on the Mutual program "The Primitive Woman," which is said to be a smashing production. Lloyd Ingraham directed it.

### A SPLENDID REPORT.

Mr. Fred Pursell, manager of the Lyric theatre, Simcoe, Ontario, is an exhibitor who believes in doing things correctly around his house. He has a Film Report which gives him a correct slant of the various features which have played his house. A duplicate is made out, and is also sent to the exchange from which the picture was booked. The information contained on the Film Report is as follows: make, number of reels, censor number, exchange, kind of story, condition of film, titling, misframes, loose patches, breaks, leaders, scratches, sprocket holes, oil, dirt, length, rewound when received, released, date film was received. There is also a space left for remarks, and for the name of the operator, who fills in part of the report which deals with the physical condition of the film. By this means the exchange, when it receives this report from Mr. Pursell, learns at once a lot of valuable information about the film. If other Canadian exhibitors would take the trouble to look into their films as played by them, the exchanges would be able to give better service to the exhibitors.

### REGISTRATION COUPON

Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .

# Can Motion Pictures Be Made in Canada?

**Well-known Film Man Declares That Pictures Can Be Successfully  
Produced in This Country—Pessimism and Lack  
of Financial Support a Drawback.**

By George W. Brownridge, Eastern District Manager, Superfeatures, Ltd.

I have been asked this question thousands of times. I have been told hundreds of times that it is impossible usually by people who do not know the first thing about the subject. I will try to prove by facts and figures why it is possible to produce pictures in Canada.

Any previous venture along the lines of producing motion pictures in this country has been doomed to failure by poor financing. The first essential to the producing of motion pictures in Canada is proper financing, with a strong board of directors, business men who understand business methods, and will not allow petty jealousies to interfere with their work. The next step is a properly equipped studio located in a city where extra people, proper settings and props can be secured with ease. Then comes the most important part and the key to success or failure the engaging of the cast, directors and mechanical staff necessary to produce marketable productions.

These people can only be obtained from the American centres. Canada cannot supply these for the time being as we have not had the opportunities to learn this business.

Now, with all these essentials, Motion Pictures Can be Made in Canada thirty per cent. cheaper than they are made in the U.S.A., with better marketable possibilities or as good as the American producer, providing the casts and the scenarios are carefully chosen.

## Opportunities Overlooked.

With Canada's wonderful scenic beauty and its popularity to-day throughout the entire world, I feel that one of the greatest opportunities is not being properly developed through inexperience and pessimism. And I know from experience, as I have spent several years of careful study in this matter, the wonderful opportunities that are open for a Canadian Producing Company.

Let us sum up the facts by giving the pessimist argument against producing and my answers to his arguments.

First of all the pessimist will say that photographic conditions are against it. How does he know? Except on one or two instances we have had nothing but amateur moving picture photographers in this country. Any photography that has been taken by expert men is as good, and in many cases better, than American photography. He will tell you that our climate conditions are subject to static. This is entirely wrong as the largest percentage of static comes from friction in the camera or in the perforating machine. Static will appear in the warmest as well as in the coldest climates in the world.

The pessimist will then tell you that our seasons are too short. I will agree that our seasons are shorter than pro-

ducers have at the coast, but seventy per cent. of our pictures are made in and around New York where their climate conditions are very much the same as ours. Even in California they have their rainy season in which considerable of their work must be done in enclosed studio with artificial light. I have found and been told by two of the most expert motion picture camera men, who have worked for me at different times, men who are at the top of the ladder in their particular branch of this industry, that photographic conditions in Canada from 9 a.m. till 2 p.m., are much better than California, and some of their work has proven this conclusively.

What is Mr. Pessimist's next argument? He will tell you that you can not get the proper class of performers to come over here. This I have proven conclusively is not the case. I say that some of the biggest stars and directors are only too anxious to come to Canada. And we have literally thousands of our own people who if given the chance would be equal to in the camera or in the perforating of some of the best artists that we have on the American continent, but they must first have the opportunity.

## Canadian Writers.

He will then tell you that you cannot get the stories, I have had two hundred stories on my desk at the one time and very creditable material at that. Then we have our Canadian History which has never been touched and would make a very acceptable subject. And we have our numerous Canadian writers who could be encouraged to write this class of material.

His last argument is that you cannot procure a market for these productions and that there are literally miles of films lying on the shelves in New York that have never been sold and never will be.

I will agree with the last part of his argument in reference to there being literally miles of film which has never been sold, but I will make the following remarks in reference to this: that there are plenty of eggs in the cold storage each year that it would be impossible to put on the market or sell.

## The Market Situation.

But let us consider the market from the Canadian angle and from a Canadian producer's point of view. First, we have our own market, which will pay the cost of production of the average five-reel picture. First there is the U.S.A. with their three distinct ways of marketing films. First there is the State Right with the possibility of selling thirty-five prints at a fair margin of profit on each. Second, the negative can be sold outright with Foreign Rights reserved. This is the quickest way, but a very small margin of profit

would be derived. Third, there is the exchange arrangement. This, with the proper chain of exchanges, will show a larger margin of profit, and can be done quite easily as Canada is very much in the public eye in America at the present time, and if the production has a select cast and is produced in the proper manner this would be a very easy matter to arrange. Then we have the foreign market, which uses as high as fifty prints of each subject produced of creditable quality. A Canadian company is assured of at least half of the foreign markets, as in the Allied countries there is the possibility of securing the larger percentage of their markets.

With all the arguments of Mr. Pessimist taken care of, I think I have proven that motion pictures can be successfully produced in Canada and at a profit to the producers.

## To Make Use of "The Eagle's Eye"

**U.S. Government to Show Serial  
in Mexico in Short Time**

The United States' Government has taken "The Eagle's Eye" from the Wharton Releasing Company to use it in Mexico as propaganda.

The picture has been handled thus far as a special attraction. It has been shown in the large theatres all over the country and also in the picture houses. It has been used quite extensively in conjunction with lecture courses so as to give the utmost publicity to the harmful effects of German propaganda.

The Mexican Government has made it possible to arrange showings throughout the republic. The effect it is believed, will be distinctly beneficial. British and American Governments are promoting considerable work of this kind because of the heavy financial interests of the two nations in Mexico.

## GOLDWYN GOING WEST.

**Producing Companies Expected to  
Move to Coast in August.**

The Goldwyn producing department will start westward about August 15 according to the present plans of the executives. The entire staff of players as well as the executives of the production end, will be at work on the coast by about the middle of September. At present a number of Goldwyn players are troubled over the fact that they are tied to New York by leases of various sorts and they will have to dispose of these before starting west.

**A Continual Performance  
R-E-S-U-L-T-S  
From  
DIGEST ADVERTISING**

# Goldwyn Pictures

The announcement made last week that the MONARCH FILM CO. Limited has secured the exclusive right for GOLDWYN PICTURES in Canada has created great interest among Canadian Exhibitors. The New GOLDWYN POLICY will commend itself to you.

---

## Select Pictures

In addition to Goldwyn Pictures the MONARCH FILM CO. Limited will also distribute the SELECT PICTURES in Canada.

ONE RELEASE EACH WEEK ON  
BOTH GOLDWYN AND SELECT

---

### MONARCH FILM COMPANY Limited

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# PATHE'



**IT'S A WESTERN SERIAL**

full of hair-breadth escapes,  
plunging horses, dare-devil-  
deeds, a new kind of mystery  
and always action, action, ACTION!

**RUTH ROLAND**

in the coming PATHE' Serial

**HANDS UP**

Produced by ASTRA . . .

Written by Gilson Willets

Directed by James Horn

To be Released  
in Canada  
August 15th



---

---

Why fear the "hot weather" and the "slow months" when you can play truly special features of special attractions and with thousands of dollars worth of the best kind of newspaper publicity back of them?

**BOOK PATHE FEATURES**  
GET THEM—THEY ARE TRADE GETTERS!

**COMING!**

A New Line of Plays in Which You Will be Able to  
"Cash in" with the aid of Splendid Stars.

**DETAILS SOON---WAIT!**  
We'll have something interesting to offer you!

Nowhere at any price can you  
get Better Comedies than

**HAROLD LLOYD**

Comedies which will be released  
during the hot months. Quality  
sticks out all over them as thick  
as bumblebees in a clover field.

**SPECIALTY FILM IMPORT Limited**

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

---

---

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

PROSPER --- PLAY REGAL

# REGAL

OFFERS YOU FOR 1918-1919

52 World Pictures

52 Metro Pictures

26 Triangle Pictures

x 26 Triangle Pictures

Success Box-Office Attractions

52 Two-Reel Keystone Comedies

x 26 Two-Reel Keystone Comedies

Success Box-Office Attractions

52 One-Reel Drew Comedies

2 Serials

x All Re-Edited, Re-Titled, New Prints, New Lithographs  
and Advertising Matter

ALL WEEK --- EVERY WEEK

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



## THE FORUM

This department is open for the correspondence of anyone without reserve.

Byng Inlet, Ont.,  
July 22nd, 1918.

The Moving Picture Digest,  
Toronto, Ontario.

Dear Mr. Peck—Enclosed with this letter you will find two dollars in cash. One dollar is for a year's subscription to The Digest paid in advance, and the other dollar should have been sent to The Digest for last year's subscription.

I hope that you will excuse me for delaying to send this amount to you, as us "country fellers" are somewhat slow, but at the last moment we are there with the goods.

I like your paper because it gives us all the current Canadian releases, as well as the very latest happenings in the Canadian film trade.

Your advertising stunts are very helpful to the exhibitors. Personally, I have been able to profit by them in a financial manner, and through your suggestions I have been able to increase my receipts at the box office. I also admire your independent stand regarding film happenings, and credit is always given to whom credit is due.

I would like to have a little space in your valuable publication to say something about the condition of films. Mr. Green of Galt took a wallop at the film travelers, and I would like to say something about the film inspectors. My question is: "Why put the inspection slip on the band of the reels when the film is in as bad a condition as the Germans at the Battle of the Somme?"

Some time ago I was dealing with a company, and had to discontinue doing business with them on account of the condition of the films. The company used me fine, the stories and acting were good, but the condition of the films was simply rotten. I would start to run the picture, and soon there was a "crack, crack, crack," and the film would run off the intermittent sprocket; then it would have to be stopped and threaded again. In a few minutes more the same thing would happen again.

Downstairs in the theatre the patrons could be heard saying, "That's a poor operator they have there." Others would opine that the theatre was showing old films, while others wanted to know why the manager didn't change over his film business to some other company that supplied film in better condition.

The poor operator would be in a cold sweat, and say things that would make a preacher fear for the soul of said operator. Well, these conditions went along for a time, and finally I became disgusted, and wanted to see what was wrong. I took a film and examined it. When I came to the joints, good night! You would not think any machine would pass it. They were terrible. I thought the Powers 6B or the Simplex would set fire to it. The whole trouble was in those joints.

If those film inspectors would look into this point more closely it would improve the film conditions at least 75

per cent. But I suppose the inspector "kids" dance the tango too late at night, and in the morning they don't pay much attention to the work of proper film inspection.

Occasionally these inspectors write us and give us "old blazes" because of their discovery of a pin in the film. Well, if they would patch the films correctly, we exhibitors would not be forced to put pins in the film. We sometimes put them in the film to call the attention of the inspectors to a bad spot. They can feel the pin, as it will sometimes prick their fingers, and wake them up.

If what I have said doesn't happen to about 50 per cent. of the exhibitors in this country, I'll eat my shirt. Of course we exhibitors are not all saints, we have our troubles as well as the film exchanges, and I am sure that you will find the exhibitors ready and willing to co-operate with the exchanges for the betterment of the films. Perhaps we can help them a great deal if they will help us.

Yours very truly,  
L. PERINO,  
Manager, Royal Theatre,  
Byng Inlet, Ontario.



EMILY STEVENS  
A WELL-KNOWN METRO STAR

334 West Dundas St.,  
Toronto, July 18, 1918.

Editor Moving Picture Digest:

It appears to me from recent copies of your interesting periodical that you favor "criticisms" and "reforms" beneficial to the theatre business, and in this connection I would suggest that, with your assistance, our different exchangemen display a little bit more interest in the operator, by taking the precaution to see that reels, when distributed, leave him in good order.

The point I am raising is this, there are too many reels being revised now without proper care being taken to clean the film where it overlaps in making a splice, in other words, film is cut (once and a while in frame) then stuck back right over the emulsion, and when one of these patches "pulls apart" it gives no warning, and about 70 per cent. of the time it occurs right above the intermittent, thereby giving the arc a clear path into the top magazine.

I am sure you will appreciate the reasonableness of the stand taken as experience has brought five cases of

this nature to my attention in the past week. I have seen practically new film that tested and felt O.K., which is our assurance that it will take the prescribed 100 feet (in a pinch) separate on the first run without showing the least trace of tearing, which makes it difficult for a man relieving.

I am confident the exchange will be only too pleased to remedy this defect in their film if the matter is brought to their attention.

Thanking you in advance, and with best wishes, I am,

Yours respectfully  
MYREIME ELLARD.

Assistant operator, Crown theatre,  
Toronto, Ont.

Editor, The Digest:

I have read with great interest the letter from Mr. A. J. Mason, which was published in your valuable paper, in which he said something about the fifteen-cent-per-reel tax. I quite agree with him. It is certainly not a fair deal to the small-town exhibitor. They cannot afford to pay it.

A house with a seating capacity of over five hundred should pay more than a house that seats only probably two hundred. This tax should be graded, the same as the licenses. If it is really to help the war fund it should be paid by the larger houses that can afford to do so.

I hope that this matter will be fully explained and laid before the proper authorities, or at least some action taken that will help the small-town man. Before closing allow me to tell you that the Digest is a very valuable paper to every Canadian exhibitor.

Yours for success,  
J. A. MORRISON,  
Star Theatre, Meaford, Ontario.

### "THE ROAD TO FRANCE."

The Title of Carlyle Blackwell and Evelyn Greeley's Latest Picture.

World Pictures will finish this week at their studio at Fort Lee "The Road to France," in which Carlyle Blackwell and Evelyn Greeley are starred. It was written by Henry O. Hoyt and directed by Dell Henderson. The working title of this photo play was "Making Good," but after seeing a greater portion of the picture, World officials were so impressed with the spirit of it that they immediately changed the title to the one by which it will be known when released. It is the story of a no-good boy who makes good. It breathes the indomitable will of America that will bring victory to our banners.

A new war song has made its appearance in the music shops of Los Angeles called "Good-bye Girlie, I Must Leave You," a very catchy number indeed. Oro Carew, of the Pathe forces, posed for the cover, with one of Uncle Sam's soldier boys from Camp Kearney. Needless to say, the film friends of Ora's are sure to like the song, if for no other reason than that their favorite adorns the cover.

Vacant seats are a costly non-essential.



# LOBBY DISPLAY DEPARTMENT

Conducted by  
ARCHIE LAURIE

## How a Front Should Be Put on a Theatre

The present article has for its object the presentation of how a front should be put in picture theatre lobbies. There are two ways of doing this. One is the good way; the other is the best possible way. I will endeavor to show by illustration how this is worked out.

I will take for an example the front of a picture recently shown in Montreal, "Enlighten Thy Daughter." This was in many ways a delicate subject. While carrying a high moral lesson endorsed by clergymen and leaders of thought all over the continent, it yet presented some features that were liable to shock patrons. The point in the front was to emphasize the moral aspects of the picture and to minimize those other features which were necessarily present in its picturization.

To get business these points have to be carefully considered. Thus, I featured two girls at the edge of an abyss, one of them with eyes bandaged and the other with her mother removing the veil from her eyes before she takes the last and fatal step. This is shown in the prologue to the picture. The sentence put at the bottom of the mother enlightening her daughter is also taken from the prologue. The broken tree is shown in the display in order to indicate that the bottom of the abyss is not reached in the display front.

The next display is more general, showing "why girls go wrong," and it is connected up with the picture by the predominant display of the picture's title. The two cuts of the girl at the side represent innocence and purity and the reading matter below each brings out the subject of the title.

The display was made entirely of cardboard. It was 15 feet wide and 14 feet high. The signs in front were each 15 feet long and a bottom connecting piece to each side was a six-sheet frame connected to the top piece

by clamps. I also used 100 street car ads to get the picture known outside the house.



DIRECTION WILLIAM FOX

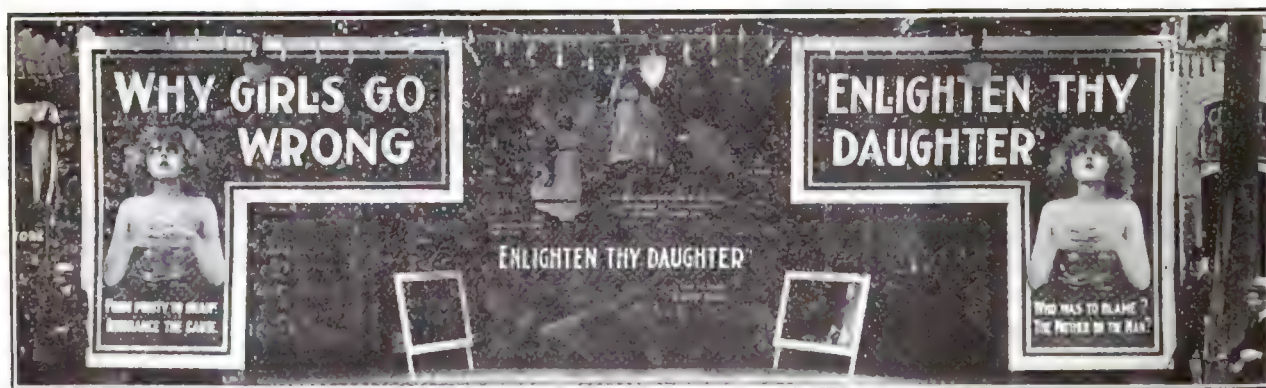
L. C. Shumway has just finished playing the leading role opposite Jewel Carmen in her latest William Fox release, "You Can't Get Away With It," adapted from the famous novel by Governor Morris. Shumway is delighted with the way his part turned out, and believes the story is one of the most entertaining he has seen on the screen for some time, containing the many unusual twists and situations the author is noted for.

D. J. Selznick, brother of Lewis J., has succeeded Edward J. Farrell as manager of the Boston exchange of the L. J. Selznick Corp.

### MACK SENNETT COMEDY RECIPE.

(By Dick Willis)

Get a good idea and then just build it as it grows;  
Sprinkle in some custard pies and bricks and garden hose;  
Stockings which have holes in 'em, and shoes a lot too large;  
Shapes suggesting barber-poles or else a homely barge;  
Little hats or tiles too big, and socks which fit too late;  
Clothes which fit too soon and cotton gloves which do not mate;  
Hire a lot of circus gents and dress 'em up like cops;  
Make 'em run like Billy-oh, there mustn't be no stops;  
Throw 'em in the ocean or river or the lake;  
Give 'em to the cannibals or burn 'em at the stake;  
Chuck 'em out of windows, spill off moving trains;  
Dump 'em into ash-cans, pick 'em out with lengthy cranes.  
The more you damage Sennett cops, the better the release;  
Cats' nine lives come handy to the Sennett-cops-police.  
Take comedians galore and throw in sloppy clothes;  
Pick 'em up and knock 'em down, mix in kicks and blows;  
Let 'em weigh three hundred pounds or else like shadows be;  
Add a juvenile, a crook, comedienne two or three.  
Build some million dollar sets and add some floods and fires;  
Overturn some autos, burn 'em up and bust their tires;  
Mix in Conklin, Thurman, Murray, Miss Fazenda too;  
Make 'em jump and fall and run until they're black and blue.  
Take Mack Sennett and be sure the fillum bears his name,  
For he's the only bloke that really knows the slap-stick game.  
Let 'em work all night b'gosh and let 'em work all day,  
And lo! we get that unique thing, the Sennett playtoplay.



LOBBY DISPLAY FOR "ENLIGHTEN THY DAUGHTER"

## MARITIME PROVINCE MENTIONS

### Clash Occurs In Maritime District

#### War Between Exchange Managers' Association and Some Exhibitors

#### UNPLEASANT SITUATION

#### Exhibitors Claim That a Scheme Exists to Boycott Them

There is a war on here between the Exchange Manager's Association and some of the exhibitors. The latter claim that there is a scheme to boycott those exhibitors using the Mutual films as the Mutual is not joining the Association. The exchanges say that they had a right to refuse to sell films when they see fit but that, in the words of G. A. Margetts, their president, they "are only trying to work justice between the exhibitor and the exchange and are not refusing to supply anyone with film without a good reason."

Mr. Margetts went over to Halifax to explain to the Government one special case and he tells me that he was able to make an explanation there which was satisfactory to the Government.

Basil Horsfel, of the Mutual, went to Halifax and F. G. Spencer was also present at a meeting of the Exhibitors' League. At this meeting I understand, a resolution was passed to the effect that the Exchange Manager's Association be asked to make public their constitution and by-laws and that they are not forcing any boycott, blacklisting or combine upon the exhibitor. They were also asked not to set a maximum or minimum price on film.

W. C. Smith who has taken over the handling of the General Film Company claims that his films were cancelled because he was using Mutual, but now that he has the General and the K.E.S.E. he is able to run a fine programme.

I have been unable to get definite information from anyone who was present at the meeting in Halifax but understand that this is the gist of the matter.

The Exchange Manager's Association's meetings are confidential and there is very seldom anything which they wish reported.

#### A FINE PERFORMANCE.

A fine performance took place at the Imperial on Thursday, celebrating France's Day and making a special appeal for French Red Cross. For a feature the Vitagraph picture "For France" was used, Mr. Golding showed it the following day. It is a very good

picture and was enjoyed. The Imperial was leased for four performances. The Specialty Film Import sent as their donation a lovely colored scenic and Mr. Ouimet's kindness was greatly appreciated. W. C. McKay, of the Opera House, offered the use of one of his acts and Miss Phyllis Gilmore and Mr. Hayley gave one performance. Mr. McKay also asked for girls to collect in his theatre and allowed them to sell tickets in the lobby two days before the performance. They dressed as Red Cross Nurses and found people generously inclined.

They also sold tickets outside the Imperial.



Doug seems to be having a strenuous time with this young lady. She seems to be treating him real rough. Doug's latest picture "Say, Young Fellow" is said to be another winner.

H. H. McArthur, formerly of the Metro, and lately of the Regal Film Company has gone to Charlottetown, P.E.I., to take charge of a motion picture theatre there.

The exhibitor who, at the advent of warm weather, cuts down the quality of his film offering, is kidding himself badly. Keep up your standard.

Beatrice Joy, who has just finished work in Louise Glaum's latest Palalta feature, has moved from her hotel in Los Angeles to a cute little bungalow in Hollywood in order to be nearer the studio.

### Regal Plan Goes With a Big Bang

#### The New Sales Policy of This Company Creates Big Business

The new Regal sales policy has gone over with a bang. Since the announcement was made in the Digest, the various offices throughout Canada of the Regal Films Ltd., have been deluged with enquiries from the exhibitors, who want to know how the plan fits into their individual cases.

The result has been that a great volume of fall business has already been secured, and more is on the way. The many Canadian exhibitors have expressed themselves as being highly gratified with the manner in which they are being served by the Regal organization, who are setting a pace in Canada that will put them and keep them in the lead.

### Leon Kofman Directing The Holman Theatre

The Holman theatre, Montreal, Que., controlled by the Canadian Universal Film Company, has been broadening out with respect to its program attractions. When the theatre was remodelled and re-opened last spring it was decided to have a two-piece orchestra. This was a conservative move, but the theatre has made such good progress that it now uses a complete orchestra. Leon Kofman has been appointed director of the new organization, which was started on Sunday, July 14. The orchestra has been called "The Holman Theatre Incomparable Orchestra."

A special title has also been added to the name of the theatre. It is now known as the Holman Theatre, "The Theatre of Big Events."

The fellow who advertises each production as "the greatest ever" is not one of those interested in raising the standard of production.

The one-reel comedy in which Charles Chaplin and Harry Lauder appear together will be released soon, and the proceeds devoted to charity.

### Do Your "Bit"!

Every exhibitor who sends in his weekly film reports is helping himself as well as the "other fellow." He will tell his fellow-exhibitor the truth concerning the pictures he ran, and they, in turn, will give him the information so vital to his success.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.



# STORIES OF THE PLAYS AND PLAYERS

## PEARL TAKES A REST.

Pearl White is on a vacation.

The blonde star of the Pathe serial needs a vacation.

A few days ago she completed the 20th and concluding episode of "The House of Hate," and when one figures the number of thrills contained in the 40 reels that comprise the greatest of all Pathe serial successes, there is no need to wonder why Pearl White is on a vacation.

An interviewer saw her the day they completed episode No. 20 of "The House of Hate," at the Astra-Pathe studios in Jersey City.

"No gay boardwalk at Atlantic City for me this year," laughed the beautiful heroine of the screen. "Believe me I am going to take the rest cure this summer. I am just going up to a farm in New York state and do nothing but just rest."

"But what about plans for the future?"

"Oh, I expect to be back to work in a month," said Miss White. "You know we have another big serial coming and I figure that a month out with the buttercups, the cows, and the chickens will make me fit and keen again for the thrill stuff."

## QUEER LETTER IN JUNE ELVIDGE MAIL BAG.

June Elvidge, World Picture Star, received a letter from the "Nippon Corn Cure" which reads in part:

"Honorable lady in picture theatre play use Nippon Corn Cure can use tight shoe no hurt. Same everybody shall buy and not have trouble walking with corn. Put name bottom side from letter will take money from bank to advertise in magazine that American lady woman buy to read. Do much good to make Miss Elvidge friends to all ladies that produce corn on foot same as you are to me.

Your truly admiration,  
MOTO SHILCAGOMA.

## "KICKING THE GERM OUT OF GERMANY" LLOYD COMEDY.

Harold Lloyd, the inimitable young screen comedian, has just completed a film that will never arouse any cheers in Potsdam. It is called "Kicking the Germ out of Germany," and although only one reel in length, there are more laughs crowded into this picture than one might expect in a screen farce.

Harold Lloyd is a high private in the rear ranks who is quick to volunteer when beautiful Bebe Daniels, who is a Red Cross nurse, is reported to be held captive in Berlin.

Harold invades the hiding place of the Kaiser and after disposing of the general staff in a manner that will arouse hearty laughter, he rescues the

beautiful heroine and acts real rough with the Kaiser. The actor who impersonated the ruler who invented the phrase "Me und Gott" had a pretty hard time of it.

Three well-known film players answered the call to the colors this week. They were Kenneth Harlan, of the Universal; Hank Mann, Sennett comedian; and Charles Stevenson, of the Rolin studio.



VIVIAN MARTIN

A PARAMOUNT STAR

## WORLD PROGRAM FOR AUGUST PROMISES INTERESTING FEATURES.

Barbara Castleton, Carlyle Blackwell, Evelyn Greeley, Kitty Gordon, and Lewis S. Stone, the Stars.

The announcement of World Picture issues for the month of August present to exhibitors what are considered the best pictures ever turned out by this organization. The August productions have a class, speed and entertainment value which will boost box-office receipts for exhibitors everywhere.

First on the schedule of August issues comes "Heredity" in which Barbara Castleton is starred and John Bowers featured. The story is by Maravene Thompson, well and favorably known as a writer of fiction and plays. As its title indicates the theme is based on the old adage, "Blood Will Tell." Nedda Travor, a direct descendant of the Trevor who aided Charles the First of England, meets Paul Winslow when a child and a romance ensues. Many years later her stepfather murders her mother and escapes. Nedda is accused of the murder. Paul comes back to

Europe and eventually gains her freedom while the real murderer is arrested. "Heredity" was directed by William P. S. Earle.

August 12th is the date for the publication of "The Beloved Blackmailer" in which Carlyle Blackwell and Evelyn Greeley are starred. Harry O. Hoyt is the author and Dell Henderson is the Director. In this production Bobby Briggs, an overfed, overpetted youth, believes he is sick. His father endeavors to ruin the father of the girl he loves. The girl tells him that she will marry only a man and not a mollycoddle. She has Bobby kidnapped and taken to a health camp and also works a worthy blackmail on Bobby's father. When Bobby returns, strong and ruddy, his girl is forgiven and all is well.

Coming on August 19th is "Merely Players," starring Kitty Gordon with Irving Cummings supporting her. The story was written by L. Cass Russell and directed by Oscar Apfel. It is a story of great dramatic strength. Foster Hollis, an attorney, is in love with Nadine Trent. Nadine gives an amateur theatrical performance and Rodney Gale, a dramatic critic, declares that she cannot act. Gale goes through some experiences that almost make Nadine despise him, although she really loves him. She endeavors to prove that she can act. Foster visits her and a most striking scene is enacted upon the stage in her private theatre. Gale admits that she can act and also declares his love for her.

The picturization of the sensationally successful stage play, "Inside the Line," is scheduled for publication on August 29th. Lewis S. Stone who was featured in the stage production, is the star. "Inside the Lines," will undoubtedly prove to be a tremendous success on the screen as it was in the speaking version. In fact an added intensity and interest has been given to the picturization of Earl Der Brigger's famous success. The story of "Inside the Lines" is, briefly, as follows: Spy No. 1932 is sent to Gibraltar by the German Government to blow up the British Grand Fleet. An American girl is arrested in Germany for espionage and the spy, becoming interested in her, secures her release. At Gibraltar the ramifications of the German spy system are revealed. As the fleet is about to be blown up Spy No. 1932 reveals himself as Cavendish of the British Secret Service and he and the girl are happily married.

No rest for the weary. Ed. Sloman completed his latest Margarita Fisher feature, "Beauty To Let," for the American Film Company last Saturday, and on Monday morning he was at work on a new story with his star, said story from the pen of Jules Furthman, one of the members of the scenario staff of the American. Sunday was not a day of rest with Sloman, as he had to work all day to map out what scenes he would do the following week.



# ADVANCE NOTICES FROM THE EXCHANGES

## BOY CITY FILMS MAKE STIR.

New York Literally "Eating Up" Stories of Juvenile Life.

New York exhibitors are showing a partiality for the Judge Brown Stories distributed through General Film Company which is expected to constitute a new booking record for short length features in the metropolitan territory, says General Film Company in a statement issued this week. Branch manager J. A. Hammell reports that he has hardly been able to obtain enough prints to satisfy the demands of exhibitors, and that all prints of the ten subjects in the first series are being worked continuously in first class theatres. Some of the larger exhibitors are reporting that they cannot show enough of these Boy City Corporation productions to satisfy their patrons, and are demanding a new series. One exhibitor, with five large houses, has informed the New York exchange that the Judge Brown Stories have proved to be the most popular two-reel features he has ever shown in his houses and that his patrons are insistent in their demands for more of these stories which have proved of exceptional appeal to old and young alike.

"I'm a Man," and "Bud's Recruit," the two patriotic stories of the series, have been the most widely booked short length war stories in the New York territory, it is reported, and are increasing in popularity with exhibitors.

## BIG EXHIBITORS PLAY UP BRADY PRODUCTIONS.

That exhibitors of the country are awake to the possibilities of big box office returns from Alice Brady's Select pictures, is again indicated by two photographs which one mail brings to Select headquarters.

One of these is a photograph of a twenty-four sheet stand of the famous Portola Theatre in San Francisco. The Portola has prepared a special stand of paper for this production, bearing the following:

### "SPECIAL ANNOUNCEMENT."

The Portola Management Positively endorses Alice Brady in "The Ordeal of Rosetta," as a Screen Masterpiece—Perfect in Every Particular.

The other photograph is of a wonderful pictorial display at the entrance to the Palace Theatre in Maryville, Tennessee. This high-class picture house is presenting Alice Brady's first Select Picture, "Her Silent Sacrifice." A changeable electric sign in front of the theatre, surmounted by a handsome, illuminated medallion, about ten feet high, proclaims to the people of Maryville that Alice Brady in "Her Silent Sacrifice" is the special attraction to which the Palace invites their attendance. Supplementing this, there are one and three sheet stands, especially

mounted, and a novel cut-out effect, mounted on an easel, at the entrance to the theatre. The cut-out bears a huge head of Miss Brady, taken from a six sheet poster. It is mounted on a large rectangular base, which bears the reading matter.



BABY MARIE OSBORNE,  
(Pathé)

## "NE'ER DO WELL" GETS BUSINESS.

That the motion picture version of Rex Beach's Famous story, "The Ne'er Do Well," has lost little of its hold with the public and the exhibitors is indicated by the large number of bookings received for the new edition of the photoplay feature, says General Film Company this week. A large number of General Exchanges are reporting a brisk business on the re-issue of the Selig picture, long runs predominating in the bookings received to date.

## THRILLS OF "A FIGHT FOR MILLIONS" SHOWN BY TITLES.

Captions of the Fifteen Episodes of the New Duncan Serial Give Exhibitors a Line on Vitagraph's New Record Breaker.

Episode titles for the fifteen chapters of "A Fight for Millions," the forthcoming Vitagraph serial starring William Duncan, are given out by Albert E. Smith, president of the Vitagraph company, as follows:

- Episode 1—"The Snare."
- Episode 2—"Flames of Peril."
- Episode 3—"The Great Stockade."

Episode 4—"The Precipice of Horror."

Episode 5—"The Path of Thrills."

Episode 6—"The Spell of Evil."

Episode 7—"The Gorge of Destruction."

Episode 8—"In the Clutches."

Episode 9—"The Escape."

Episode 10—"The Secret Tunnel."

Episode 11—"The Noose of Death."

Episode 12—"The Tide of Disaster."

Episode 13—"The Engine of Terror."

Episode 14—"The Decoy."

Episode 15—"The Sealed Envelope."

Prints on the early episodes of "A Fight for Millions," were shipped last week to all the Vitagraph exchanges. This marks the opening of the campaign on this newest chapter photoplay, which was written by Albert E. Smith and Cyrus Townsend Brady, authors of "The Fighting Trail," "Vengeance—and the Woman," and "The Woman in the Web."

Walter W. Irwin, General Manager of the Vitagraph distributing organization, previously had instructed the sales organization not to offer "A Fight for Millions" until they had seen some of the episodes themselves and permitted as many exhibitors as possible to see them.

The early episodes of "A Fight for Millions," not only indicate that Duncan has performed the best work of his career as a star and director, but also show it to be an ideal serial for summer attraction. Just when the weather is hottest, the action of the serial will transpire in vast snowfields of the Northwest, and in the making of these scenes Duncan is said to have introduced a number of photographic novelties. In one of the early episodes a terrific fight is shown during a raging snowstorm, the scenes having actually been made during a storm in the mountains of the Big Bear Valley.

As much of the story of "A Fight for Millions" is laid in the Canadian Northwest, the heroic members of the Royal Northwest Mounted Police play a prominent part in the round-up of the outlaws in the picture. The history of the Mounted Police is so filled with romantic and heroic deeds that they fit in splendidly with the stirring action of the Vitagraph serial and in the development of the story they cover themselves with glory as the unfaltering foes of crime, willing to go to the lengths of the earth, if necessary, to get their man.

If the elevator to success is stopped—try the stairs!

**YOU NEED THE DIGEST—**  
**We need the Dollar**  
**Send us your subscription**



## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**EXPERIENCED LADY PIANIST, A.** F. of M., G. S. M., London, England, desires re-engagement in good moving picture theatre; Alberta preferred; can thoroughly cue the pictures. Address X. Y. Z., Box 55, Bellevue, Alta.

**POSITION WANTED**—Licensed operator desires position; has eight years' experience; please mention best terms. C. A. Nelson, Carleton Co., Hartland, N.B. 3t

**FOR SALE**—One Powers Six machine, almost new; one standard motor drive, d.c.; one Edison exhibition model, all complete with lenses and rheostat, and two d.c. picture plants, consisting of dynamos and engines. All the above equipment is in excellent condition, and will be sold at a bargain. Apply to C. A. Nelson, Star Theatre, Hartland, N.B. 3t

**WANTED**—**POSITION AS PIANIST** for moving picture theatre, in the city of Toronto preferred. However, will go anywhere in Canada, if right kind of proposition is offered. Am thoroughly competent with splendid experience for this class of work. Write Miss Robertson, 128 West Roxborough street, Toronto, Ont.

**FOR SALE**—One Prestwich Motion Picture Camera (second-hand), in good condition, with tripod; five magazines (200 feet); three Allison Speedway lamps; three developing tanks, with four 100-foot racks; one cismograph, and a lot of small things. Apply to Shapiro's Art Studio, 960 1/2 Main St., Winnipeg, Man.

**EXPERIENCED MANAGER** and projection expert desires engagement in house where ability will be recognized; twelve years' experience (ten years with one firm); no engagement too big nor too small, providing you are willing to pay for results; will go anywhere in Canada, but must have absolute control. Reply to "Live Wire," care The Digest, 326 Spadina Ave., Toronto, Ont.

**WANTED**—Exhibitors, film exchange-men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.



JANE AND KATHERINE LEE  
DIRECTION WILLIAM FOX

## KINKS IN PRESENTATION

While many of the novel methods of presentation employed by such theatres as the Rothapfel theatres in New York, the Circle in Indianapolis, the Grauman in Los Angeles, and the Jensen-Von Herberg houses in Washington, Oregon, and Montana, are not applicable to smaller houses not having the facilities

and drawing population of these theatres, there are several very good ideas that may be gleaned from their methods, a great many of which can be adapted to the smallest theatre.

It is the practice of nearly all the larger theatres now to "edit" their own weekly. This is done by reviewing four or five of the different news reels each week and selecting only the best topics from each, making them up into a special reel of about one thousand feet. A special main title is then used on this, bearing the name of the theatre as, for instance, the Strand News-Pictorial or the Rivoli Animated Weekly. While the small theatre possibly cannot afford to purchase three or four weeklies from which to "edit" a special news reel, it is a least possible to use a special main title for your regular weekly. By looking through your trade papers you will see the names of several developing firms or commercial studios who make a specialty of titles and you will learn that a special title for your theatre will not cost as much as you think.

In addition to a special title for his weekly, Manager Rothapfel of the Rialto and Rivoli Theatres in New York, uses a special leader and tailpiece for every film he presents. The opening title, which is spliced on right ahead of the regular film title, is an animated affair showing two footmen opening huge gates beyond which are revealed the words "Rothapfel Presentation." The tailpiece is just the reverse, showing the gates being closed. Another stunt used by Manager Rothapfel is a short flash of his staff, saluting. Right ahead of it is a title, "Rivoli-Rialto Service: Courtesy Their Watchword." This is always the first subject in the Rialto Animated, and to show you how the service standards of the Rothapfel theatres are appreciated, this short flash of the house staff in V formation usually gets a hand.

Of course it isn't possible for all of us to have theatres like they have on Broadway (but it is possible to make your theatre the Rialto of your town.—From The Parentage Messenger.

Jewel Carmen says she has renounced all rights to the title, "The Dresden China Girl," since the war. The Fox publicity is open for suggestions. Could any subject have more charm?

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay *you* to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

**WID'S FILMS & FILM FOLK, Inc.**

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00  
6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!



## Releases in Toronto and Montreal for Week Ending July 27th

### TORONTO RELEASES

#### FAMOUS—

- "How Could You Jean," Mary Pickford, five reels.
- "The Firefly of France," Wallace Reid, five reels.
- "The Desert Wooing," Edith Bennett, five reels.
- "Two Tough Tenderfeet," Mack Sennett comedy, two reels.

#### FOX—

- "The Forbidden Path," Theda Bara, six reels
- "Cheating the Public," Enid Markey, six reels.

#### GENERAL—

- "The Enchanted Profile," O. Henry series, two reels
- "A Daughter of Uncle Sam," serial, one reel.
- "The Art Bug," Montgomery-Flagg series, one reel.
- "Her Ambitious Ambition," Diamond comedy, one reel.
- "The Mummy Mumbled—Ebony comedy, one reel.

#### MUTUAL—

- "Up Romance Road," William Russell, five reels.
- "What the Wind Did," Strand Comedy, one reel.
- Screen Telegram, No. 42.

#### SPECIALTY FILM IMPORT—

- "Kidder & Ko.," Bryant Washburn, five reels.
- "An Ozark Romance," comedy, one reel.
- Pathe News, two-a-week, one reel.
- Pathe British Gazette, one reel.
- British War Office Official News Weekly, one reel.
- "Picturesque Wales," scenic, one reel.
- "The House of Hate," serial, two reels.

#### UNIVERSAL—

- Universal Weekly, one reel.
- "Bruin Trouble," Nestor comedy, one reel.
- "Hey Doctor," Alice Howell, comedy, two reels.
- Universal Screen Magazine, one reel.
- Universal Current Events, one reel
- "The Human Target," Kingsley Benedict, three reels.
- "The Lion's Claw," serial, two reels.
- "The Dream Lady," Carmel Myers, Bluebird, five reels.
- "The Mortgaged Wife," Dorothy Phillips, six reels.
- "A Duck Out of Water," Lyons & Moran, comedy, one reel.

#### VITAGRAPH—

- "A Gentleman's Agreement," Nell Shipman, five reels.
- "Their Agreement," Drew comedy, one reel.
- "Wounded Hearts and Wedding Rings," Big V comedy, one reel.
- "A Fight for Millions," serial, episode No. 3.

### MONTREAL RELEASES

## POSTAL STRIKE DISRUPTS MAIL SERVICE

**O**WING to the Postmen's Strike the Montreal News Letter and Montreal Releases for last week went astray, and we were forced to go to press without them this week.

## The Digest Grows Each Week—"There's A Reason"

CUT THIS COUPON OUT and MAIL it TODAY

*Enclosed please find \$1.00 for one year's subscription to the*

### Canadian Moving Picture Digest

Name.....

Theatre.....

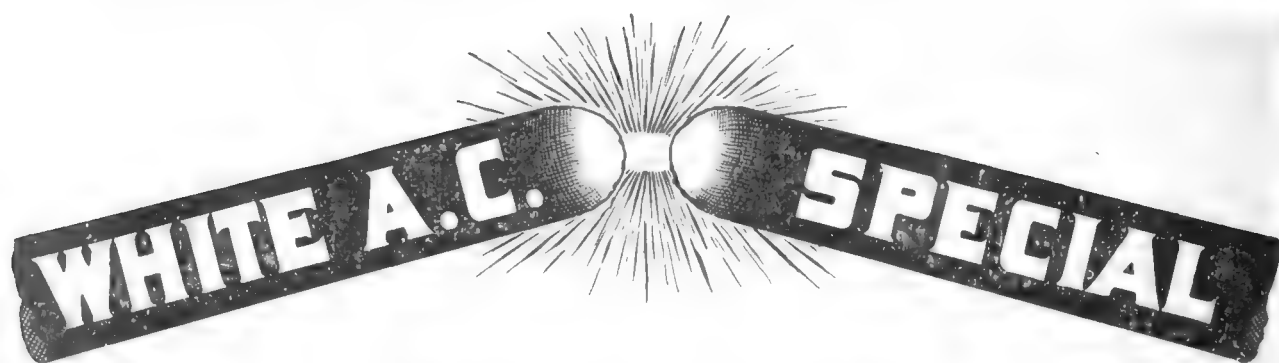
Town..... Province.....

**RADIO MAT-SLIDE**  
PATENT NUMBER FOR

Send \$2.00 for Box of Fifty  
Exclusive Canadian  
Sales Agent  
Everything the Motion Picture  
Theatre Requires

**J. T. MALONE**  
337 Bleury St. - Montreal

For Sale by all Leading Dealers



# Motion Picture Carbons


## For

### Alternating Current Projection

Silent operating of the arc and flickerless screen illumination is a reality with the use of White A. C. Carbons on alternating current. Complete elimination of these disagreeable features of the old A. C. arc has made the alternating current arc a much more efficient light source.

White A. C. Special Carbons give a pure, white light of high intensity so necessary for even screen illumination and perfect definition.

It is absolutely unnecessary to invest a single cent in extra equipment to obtain excellent low cost projection. Simply replace the old A. C. Carbons with White A. C. Specials.




## SILVERTIPS

for

### Direct Current Projection

The Silvertip is the Standard  
Negative Carbon



*WRITE TODAY FOR OUR CIRCULARS*

**CANADIAN NATIONAL CARBON CO., Limited**  
 Toronto - - - Ontario

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

## *Carrying Coals to Newcastle*

Tells the story of the exhibitor who provides his patrons with something that they do not want. It is along the same line of the man who took a street car conductor for a trolley ride on his afternoon off.

## *The Warm Weather*

Added to the numerous outdoor attractions has made it imperative that the exhibitor provide his patrons with a lively, snappy variety of entertainment that contains plenty of "pep"; and it is to this exhibitor that the Fox Film Corporation makes a forceful and direct appeal.

## *During the Next Eight Weeks*

We can be reasonably assured of close, sultry weather. Our summer was late in getting away to a good start and it is almost a certainty that for some weeks we will have real, honest-to-goodness warm weather.

## *And Because of This Fact*

The Fox Film Corporation is prepared to provide a two or four day program at a price that the exhibitor cannot afford to ignore. Let us tell you about our **FIFTY-TWO SPECIALS**, our **STANDARDS**, **SUNSHINE COMEDIES**, and the **MUTT AND JEFF CARTOONS**.

Get in touch with us, and our representative will call and tell you all about it.

# **FOX FILM CORPORATION, LIMITED**

**TORONTO ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



**Have**

**You**

**Registered**

**Your**

**Theatre**

**Yet?**

There's a Coupon  
awaiting your pen-  
cil in this week's  
issue of The Digest.

Don't be classed as  
a "dead" one!

Show us you are a  
thinking exhibitor.

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



**Y**OU WANT to keep abreast of the times and know what's happening in the Canadian film industry! Of course! Then—read The Digest each week. The American trade papers are excellent, but they cannot cover the Canadian field as you would like to have it covered. The Digest can—and does cover the field thoroughly each week—It occupies a unique position—it is Canada's only film trade paper.

It's concise, authoritative, readable and sweeps the Dominion from coast to coast every week.

By the way, that new department for the Canadian exhibitors—"Exhibitors Film Reports" is a corker! It tells the truth about the pictures you play. Keep your optics on it; it may save you money some day.

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



**S-Z-Z-Z!**  
**IT'S A SIZZLER!!**

**THE NEW UNIVERSAL SERIAL**

**"The** The De Luxe High Speed Serial  
which Outclasses Any Universal  
Serial Ever Screened for Pulling  
Power and Profits.

**Brass**

Featuring  
Fascinating  
**JUANITA HANSEN**  
and  
Dashing **JACK MULHALL**

**Bullet"**

RELEASED AUGUST 12th

Any Branch of

**CANADIAN UNIVERSAL FILM Co., LIMITED**  
HEAD OFFICES — TORONTO, ONT.  
ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



**“Here They Are! I’ve Booked ‘Em!”**

**T**HAT’S the way to talk to your people as soon as you sign your contracts for the new

# PARAMOUNT and ARTCRAFT PICTURES

(Nationally Advertised)

Let everybody in your town know what’s coming to your theatre next season. Advertise the stars, advertise the plays. Tie up with the immense campaign of national advertising. Use the trade marks.

Your whole community is asking “Where can we see Paramount and Artcraft Pictures?”

Stand up and shout the glad news—“HERE THEY ARE!”



CANADIAN DISTRIBUTORS

**Famous Players Film Service Limited**

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER



Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 5

SATURDAY, AUGUST 3rd 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## That Fifteen-Cents-Per-Reel Tax

**F**OR some weeks past letters have been coming to the Digest from many exhibitors in the smaller Canadian towns and cities in which they complain bitterly against the fifteen-cents-per-reel war tax.

These exhibitors emphatically declare that the reel tax in its present form of application is not a fair tax. They say that the tax is a decided hardship on them because it is not distributed on an equitable basis.

The cry from the small town exhibitor is for a graded tax, according to seating capacity of the house. The small town man says that the tax should be applied to each house much in the same manner as the license fee.

Mr. J. W. McCutcheon, proprietor of the Crystal theatre, Oshawa, Ont., has closed down for three days each week. He blames this reel tax. Mr. Walter H. Musson, proprietor of the Star theatre, Hespeler, Ont., closes up shop for four nights each week. He, too, declares that the reel tax proved to be "the last straw" in his particular case. Mr. A. J. Mason, who operates a string of houses in a number of the small towns in the Maritime provinces is another exhibitor who registers strong objection to the present application of the tax.

Mr. D. J. Sandie, proprietor of the Empire theatre, Thessalon, Ont., tells the Digest that he has been forced to close on Tuesdays and will close Mondays, Tuesdays and Thursdays, if the present tax stands.

Mr. L. Kennedy, proprietor of the Lyceum theatre, Wingham, Ont., says—"I am closing my house on August 1st and the fifteen-cent tax is the direct cause."

Anderson and Schilroth of the U-Kum theatre, Kincairdine, Ont., credit the tax as "one of the most bone-headed impositions ever put over on a suffering taxpayer."

The closing down of theatres means a loss of revenue not only to the exchanges but to the government itself, because many dollars in war tax tickets which the exhibitor would have sold to the public had he remained open all week, is lost to the government.

The welfare of the smalltown exhibitors is a vital question to the entire film trade, and any condition that arises which threatens to work injury to them, should be of grave concern to all of us.



## Film Men Bring Cheer to Hospital

### Regal and Regent Crowd Entertain Soldier Patients at Whitby, Ont.

When it comes to offering relaxation and entertainment to the soldier-ladies at the big military hospitals in Whitby, Ontario, the Toronto film men are "there" every minute. The latest film invasion of Whitby occurred last Sunday when the staff from the Regal Films Limited, combined with another large slice from the Regent theatre organization visited the military hospital in Whitby, and brought oodles of joy music, happiness, fun, pleasure, and good fellowship to the boys in khaki.

The feature was the baseball game between the soldiers' team and a team from the Regal Films Ltd. Toronto aggregation. Boys, it was some game! There was something happening every minute. The score —? The official scorer is said to have died of heart failure—the excitement killed him, but we are able to inform Digest readers that the Regal ball bunch secured two runs. The soldiers got so many that they lost count of them.

The credit for scoring the first Regal run goes to Charles Carlson, the outside door-man at the Regent theatre. Charlie may be old in years, but he sure does possess youthful ideas and "pep." The other Regal run was scored by Mr. John Webber, the New York singer, who recently filled a concert engagement at the Regent theatre. All honor to these two brave men.

S. Gruber was in the box for the Regal team, and the soldiers' team soon got his combination. Among the other "star attractions" for Regal were Irving Unger, Jack Arthur, musical director at the Regent, Jimmy Davidson, Bill Reid, Milton Blankstein and Harold Pfaff. Jack Arthur grasped the baseball bat, but could not see the ball coming because he said his "baton" didn't have a little red light on the end of it.

Bill Reid played deep centre, and took matters easy under the shade of a big tree. It was a hot day and the shade was very welcome to Bill. He nearly made a play once.

Naturally such a strenuous and important game required umpires of great judgment and men who understood the deep technique of the game. Mr. J. P. Bickell was plate umpire and Mr. N. L. Nathanson was on the bases. These two gentlemen handled the close decisions with great finesse. Mr. A. S. Aronson did not mingle in the fray but picked out a nice cool spot and watched the other fellows "sweat out."

When all this was happening where was Jackie Berman? Jake was about the busiest man of the aggregation. He was the director-general of the entire party. He was here, there and everywhere in his official capacity, seeing that everything was running along according to the schedule arranged beforehand.

After the ball game a concert was given, and again the film men were right on the job. Milton Blankstein

gave one of those violin solos that showed him to be master of the instrument. Jake Sterin charmed the audience with a splendid 'cello solo, and Mr. Webber rendered a beautiful song for the boys. Chris Pender, late of some of the big New York musical shows was one of the big hits of the occasion. Chris is here training to be a birdman, and he gave the audience some extremely fine character impersonations. Little Beta Hallgrath was also given a great reception when she passed over a stirring recitation. Ernest Caldwell, Toronto's popular baritone helped much by his singing to make the affair a success.

Needless to say that aggregation of professional talent found great favor with the soldiers and their friends. They voted it the best concert that they had listened to in many a day.

To add to good measure, the wonderful propaganda film "My Four Years in Germany" and also Charles Chaplin's latest scream, "A Dog's Life," were shown to the soldiers by courtesy of the Regal Films Ltd. The soldiers were much impressed by "My Four Years in Germany," and showed their approval by hearty handclapping upon the conclusion of the picture.

Mr. Bickell acted as chairman for the concert, and discharged his duties in his usual capable manner. Four members of the Rameses Shriners Motor Club loaned their cars for the occasion for the run to Whitby and back, and the Regal and Regent people wish to thank them for their kindness. Dr. Wright and Mr. William Birrell of the Shriners assisted in doing their bit to make the affair a success.

Arrangements are already being made to play a "return engagement" at Whitby. One thing is absolutely certain—when the Regal and the Regent bunch do come back they will certainly be received with open arms at Whitby.

Director Stuart Paton of Diando has started work on his second Western feature. The title is "The Death Trail" and the cast is headed by George Larkin and Betty Compson, who were the stars in the "Wolf-faced Man," a western serial Diando has finished for Pathe and a six reel feature with the same two players called "Texas Rose."

You know what chance the proverbial snowball has. Don't let your business "roll along."

## REGISTRATION COUPON

Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .



# Canadian Exhibitors' Film Verdicts

**A Department to Help Our Own Exhibitors Get a True Angle on Current Releases**

The Digest desires to make this department of real worth to every Canadian exhibitor. We want the criticisms contained in this department to be truthful statements of the box-office value of the pictures you run. If the criticism on the picture you desire to know something about is not in this department, we will try to secure the information for you if you will write and ask us for it. Exhibitors!—this is your department—make use of it!

## Fill Out The Reports Each Week

### Help Us To Help You!

*If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.*

*Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.*

**Your box-office is the test of popularity. Fill in the blank NOW.**

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

## Exhibitors' Film Reports

**"HER GREATEST LOVE;"** with Theda Bara; five reels; (Fox); this was a splendid production and pleased my patrons. A. Lester, Royal theatre, Toronto, Ontario.

**"THE SPY;"** Dustin Farnum, (Fox); six reels; a good picture; did fair business with this one. A. Lester, Royal theatre, Toronto.

**"THE EYES OF MYSTERY;"** with Edith Storey, (Metro); five reels; a good picture with fair business. A. Lester, Royal theatre, Toronto.

**"THE KAISER;"** with Rupert Julian, (Universal); seven reels; Broke all records with this picture at advanced prices; star exceptionally fine. Get this one! L. Kennedy, Lyceum theatre, Wingham, Ont.

**"NORTH OF FIFTY THREE;"** with Dustin Farnum; (Fox); five reels; did fair business; picture good; film in O.K. condition; photography fine. L. Kennedy, Lyceum theatre, Wingham, Ontario.

**"THE ETERNAL TEMPTRESS,"** with Lina Cavalieri, (Famous), five reels; a good strong feature that pleased; film in good condition; Fred R. Pursel, Lyric theatre, Simcoe, Ont.

**"THE CALL OF THE EAST,"** Lasky production (Famous), five reels; a strong feature; film in good condition. Fred L. Pursel, Lyric theatre, Simcoe, Ont.

**"THE STUDIO GIRL,"** Constance Talmadge, (Select); five reels; a splendid feature; this film pleased; Fred L. Pursel, Lyric theatre, Simcoe, Ont.

**"THE ROYAL PAUPER,"** with Francine Lorrimore (General); five reels; did good business considering heat; picture was a very good fairy tale; photography and timing was extra good; L. Kennedy, Wingham, Ont.

**"SCANDAL,"** with Constance Talmadge, (Select); five reels; this picture was only a fair one; star draws well here; business good for a hot night

**"THE FLOOR BELOW,"** with Mabel Normand; (Regal); five reels; picture good; business also good in spite of the hot weather; picture had lots of action.

**"THE DOOR BETWEEN,"** with Monroe Salisbury and Ruth Clifford few humorous scenes; daylight savings and hot weather hurt business. A. Brandenburger, Majestic theatre, Stratford, Ont.

# TORONTO AND ONTARIO TOPICS

## LESTER ACQUIRES KING THEATRE.

Mr. A. Lester, who for the past five years has been a successful Toronto exhibitor, operating the Royal theatre, 584 College street, has taken over the King theatre at the corner of College street and Manning avenue. This theatre is being re-decorated throughout, and when completed will be one of the cosiest houses in the city. It is a 300-seat house and very well situated, but has recently suffered a number of changes of management. Under Mr. Lester's guidance and management it is expected that the house will soon be placed on a paying basis. Mr. Lester took the Royal theatre a number of years ago, when it was looked upon as a "lemon" and by careful management turned it into a success. He feels confident that he can now take the King theatre and also make it a successful business venture.

## LOCAL FILM GREAT BUSINESS-BUILDER.

Mr. John Green, of the Temple theatre, Galt, Ontario, was in Toronto this week on business connected with his popular Galt house, and spent a few hours among some of the exchanges arranging bookings for the fall. Mr. Green recently ran a picture, which was given under the auspices of The Daughters of the Empire of Galt, entitled "The Adventures of Dot." The entire cast of characters were selected by Galt chapter of The Daughters of the Empire, and was composed of local people. The little local play, showing the leading young people of Galt on the screen was one of the hits of the town, and Mr. Green declared that it proved to be a "life-saver" for him during an especially hot week of weather. He packed the natives in, and film because it was something new and they were delighted with the local unique. The photography was done by Charles Rouss, of Toronto, one of the most capable and experienced cameramen in Canada, and Mr. Green stated to the Digest that the photographing and titling was as good as he had seen in many a day—and he has been in the film business some time. He emphatically recommends the "Dot" proposition to his fellow-exhibitors in Canada.

## HE'S MAKING GOOD.

Mr. George H. W. Moran, special sales representative for the Toronto office of Superfeatures Ltd., continues to "bat the ball" with regularity as the sporting editor would say. In other words we mean that George knows how to get the name on the dotted line and make the owner of the name like it. In the short time that Mr. Moran has been connected with Superfeatures Ltd. he has established an enviable sales record, and has made many staunch friends among the exhibitors in Ontario.

## LA BETA DOING GOOD BUSINESS.

The La Beta theatre, Pape avenue, Toronto, which recently changed hands, is having a very successful career under the new management. The proposition is now under the control of J. McCauliffe and E. D. Warren. Mr. Warren is connected with the Toronto office of the Regal Films Ltd.



Thomas X. Ince presents  
**WILLIAM S. HART**  
in "Selfish Yates"  
An ALZCRAFT Picture

More than twenty million people view the Hearst-Pathe News film twice a week, making it the biggest "publication" in the world.

"Maybe" is too long a substitute for IS.

\*\*\*\*\*  
\* Film Offerings in Toronto \*  
\* This Week \*  
\*\*\*\*\*

### THE ALLEN.

"Hearts of the World," D. W. Griffith's master production.

### LOEW'S.

"Panthea," with Norma Talmadge.

### HIPPODROME.

"Her One Mistake," with Gladys Brockwell.

### REGENT.

"Back to the Woods," with Mabel Normand.

### OAKWOOD.

"Resurrection," with Pauline Frederick.

"How Could You Jean," with Mary Pickford.

## WHY?

The Digest received a letter a few days ago from Mr. George Schneider, of the Strand theatre, Peterborough, Ontario. Mr. Schneider says in part: "I note the report in the Digest about the fining of a moving picture exhibitor for exhibiting improper pictures in Windsor. I thought our censor board was for the protection of exhibitors against this sort of thing, also what necessity is there for the clause in the moving picture house regulations regarding the admission of children under 15 years of age, unless accompanied by parents or guardians, if the board of censors did their duty in regard to the exchanges are allowed to circulate. I think many of us would like these two points cleared up, as every little while local busy bodies try to give us a jolt on these points." Mr. Schneider certainly is justified in asking for an explanation from the proper authorities, which affects every exhibitor in this country.

## TAKES OVER REGENT IN GUELPH.

The Paramount Theatres Co., Limited of Toronto, a company capably financed and managed by film men of splendid ability and long experience, has taken over the Regent theatre in Guelph, and will open the house on Saturday under the new management. The Regent in Guelph is one of the most modern moving picture houses in Canada, and was only recently erected. It seats around 1,000, and the appointments are said to be the last word in theatre construction. It is built on lines similar to the Regent theatre in Toronto. The Paramount Theatres Co., Limited also control the Flower theatre of Ottawa, one of the thriving moving picture houses of the capital city.

Get your happiness out of your work, or you will never know what happiness is.—Elbert Hubbard.

## Pathe's Fall Policy

The new fall policy of the Specialty Film Import Ltd., is announced in this issue of the Digest. Read it. It will interest you.

An especially strong line-up of new stars in splendid stories make the new Pathe proposition an attractive one to every Canadian exhibitor.

..This policy will become effective Sept. 1st. Extra Selected, Star Name photoplays will be released as well as Pathe Special features, and Pathe Program Features.

# MONTREAL AND QUEBEC NOTES

## THE STRIKE STRUCK US!

**Letter Carriers' Troubles Caused This Montreal Budget to Reach Us Too Late For Last Week.**

Owing to the letter carriers' strike, which "struck" Toronto with decided violence recently, the following news-letter from Montreal went astray, and only reached the Digest office in time for this issue. On account of the fact that our Montreal representative is in the habit of sending in a weekly news-letter that is brimming with interest for Digest readers, we are publishing it.

Montreal—This city is on the point of important picture theatre developments and by the time these notes are in print there will in all probability have broken one of the most significant moves of the year. Writing as I do a week before this page appears, I am necessarily handicapped to some extent for what is told me now is told in partial confidence and it will be common property by the time this appears—or it will again have been postponed to a later date. In either case there is no harm done in hinting at what is proposed.

Last Saturday the fate of the St. Denis was to have been decided. This house has been more or less of a white elephant since its erection some three years ago. It is one of the handsomest theatres in Canada, built on New York Broadway lines. In the first place it lies off the beaten track of better-class photo play business. Its location is in the east end where there is a big population—it is true—but not one that is prepared to pay a price for admission that is sufficient to meet the heavy overhead charges of the house. This summer the prices were cut down to 15 cents from a quarter, and even then there was little or no betterment in financial conditions. First run features were always given and a first-class orchestra was engaged. The latter was discontinued this summer with the reduction in admission prices, but there is still, I understand, a heavy deficit to face. Now comes another effort to put the house on a sound business basis.

I am informed that the St. Denis will either be leased by Loew's or by the Keith interests. The latter have, it is rumored, floated a company here for "reorganization" purposes with a capital of \$500,000. That fact, if true, should make a very great difference to photoplay conditions in this city which have been none too good since the hot spell.

On the other hand if the Loew interests take over the St. Denis, there will be developments on the part of Messrs. Keith and Albee. Again, if the Keith interests take the St. Denis, Marcus Loew is quite liable to build a new the-

atre not a hundred miles from the corner of St. Catherine and St. Denis Sts. Altogether, and taking one rumor and development with another, we are likely to see some considerable happenings before the month is out. I would, however, suggest that all this be taken just yet with caution, as these rumors have a knack of cropping up regularly and then subsiding into quiescence before a thing is done. We shall probably have more light on these matters next week.

Meanwhile there are other developments that are more certain. Paul Cazeneuve, the manager of the Empire theatre here, which in the spring had a successful season—though a short one—running sex plays and in the control of which George Driscoll, of His Majesty's had a big interest, has taken a lease of the two French theatres here, the Canadien-Francais, and the National Francais, and will run stock companies at both during the coming fall and winter season.

As showing the belief that obtains here that the theatre is a big and profitable field in this city for French plays, Edgar Beeman, with a Parisian company has taken a long lease of the old Orpheum, the home of vaudeville, and will run French plays, hot from Paris, during the six months from the end of August.

In regard to the Empire theatre plans are afoot to establish a first-class permanent stock company for the production of English comedies at this house in the near future.

At another well-known theatrical house in this city, the name of which I am not at present at liberty to mention, there is also talk of a complete change of policy for the fall and winter seasons.

All these rumors and changes have their natural effect on the picture house situation here. This is at present none too brilliant. Added to the hot weather and the holiday season, which has cut sadly into receipts, at even the best photoplay theatres, there is something resembling a state of coma in the picture theatre world. Exhibitors are not feeling too sure in regard to future prospects. The heavy taxation at the beginning of the year that was imposed carries a heavy toll, this is possibly only the beginning of the wedge. Having once tasted blood and got away with it, the powers that be are known to have a longing eye on what they foolishly consider to be new sources of taxation. If half of what I hear is likely to eventuate there will be some bitter pills to swallow this coming session of the Federal Parliament and the Budget next March will, I am informed on reliable authority, contain further

pounds of flesh bitten out of the "swollen profits" of the picture theatre industry.

Neither the Canadian Motion Picture Association nor the Exchange Men's Association appear to have been very active in this city for the past month or so, but it would be a mistake to suppose that they have not, both of them, an alert ear to the ground. They both are aware of the rumblings of the coming storm, and they are ready and prepared to take such steps as may be necessary to protect their interests. What they have done in the past is a sound guarantee of what they will do in the future, and it cannot be denied that the able way in which the motion picture situation in this end of Canada has been presented at Ottawa has gone far towards relieving a menace which if carried would have been found intolerable.

The Official Pictorial News under the direction of the British Minister of Information shown at the Imperial and which is distributed in Canada by the Specialty Film Import, had some exceptionally attractive features this week. There were scenes showing the record riveters of London, Barrow, and Glasgow shipyards—the husky heroes of the shipbuilding industry upon whose efforts the upkeep of the mercantile marine depends. Another scene was the visit of Premier Lloyd George to Edinburgh. Intercession Day at Westminster—one of the big historic events of the war—was another feature. Other examples of live pictures were an investiture in the open air at Buckingham Palace; the stoicism of the British army on the Aisne; scenes of everyday life in Paris with the people gay and fearless of the Hun; and impressive views depicting the recent brilliant victories by the Italians. These pictures coming so soon upon the news which everyone has read in the press reinforce the effect of such news and are absolutely authentic in every detail. They made a great hit at the Imperial here.

S. Morgan Powell, the well-known dramatic critic, continues his series on "The Appeal of the Movies" in last Saturday's Star. He asks "What does the overwhelming interest in the trivial, the exaggerated, the vulgar and unreal signify?" He claims that its existence is not open to question. "You have only to visit the moving picture houses in any city to ascertain the vast preponderance of public sentiment in favor of the type of picture I have indicated." He does not, however, with the exception of a dig at Chaplin and Arbuckle indicate precisely by name the kind of picture he describes. On the other hand, he has a good word for pictures of "The Blue Bird" type, while claiming that this one gives an entirely different impression to that which Maeterlinck desired to create.



Mr. Powell stresses the unpleasant side of his subject by an attack on the prurient and suggestive picture. He claims that the smaller moving picture houses in the more populous districts of towns and cities do in the main strive to create an appetite for and then cater to precisely this sort of moving picture.

At present and after the first of these articles, there have been no replies to Mr. Powell's strictures. This is to be deplored. Attacks of this kind, over the signature of a man who is at any rate a recognized authority in his own field hat of dramatic criticism, and who has a wide following both in this city and over Canada, leave the impression among the generality of people that such attacks are largely justified by conditions. It is surely up to Digest readers to take some notice of them, since they are likely to be affected by them, indirectly at least. I will admit that I have looked for replies to this series from duly accredited representatives of Motion Picture Organisms in this city, say either of the Associations' members, presidents, or secretaries. To the present no such replies have appeared in the Star. They would be certainly printed by that paper if sent to it.

Montreal—The original picture that has been filmed by the Specialty Film Import for the Montreal Firemen's benefit, released this week at the Francais theatre here got some unique advertising prior to its showing. One of the best scenes in the film, that of the rescue of a heroine from a burning house was handled, as it was shot, by the Gazette here as though it was an actual accident worthy of an important place on the local page. A reporter was sent down to the scene of the pieturization and his picturesque account of the details of the rescue and the locale deceived a large number of Gazette readers who are not at all used to such skittishness on the part of the most sober newspaper in Canada. When it is remembered that the heroine's name is Madameiselle Gourande in her stage life and that Armand Robi is a well-known actor and scenario writer here, the piquancy of the following passage will be appreciated.

"Mrs. Gourande who was sleeping in the middle room on the top floor was almost overcome by smoke and when fireman Robi stepped from the window with her in his arms, he was lost in clouds of smoke for a few minutes while the men below, headed by Fire Chief Favreau, ran up the ladder. Robi with the woman over his shoulder grabbed the ladder and climbed down. He placed his charge in District Chief Favreau's automobile and after a few minutes she revived and expressed her gratitude to her rescuer.

"It was stated by Robi that the fire had started from an electrical iron left on the kitchen table with the current still turned on. The fire set the table ablaze communicated itself to the kitchen floor and spread rapidly through the house before a servant discovered the flames and raised the alarm. Quick work by the firemen soon had the blaze under control and in about an hour the fire was over. One line of hose was laid. Nothing in the house was saved

owing to the rapid spread of the flames."

The story which carried every mark of being an ordinary newspaper report with some interesting details ended up with:

"Robi, the first man to enter the house, was closely followed by fireman William Moore. Search of the premises revealed only one occupant—and then the movie camera stopped clicking and Bert Mason of the Specialty Film Import Company, Ltd., wiped his brow. The fire was only one incident in "The Scorching Flame" to be shown at the Theatre Francais in aid of the Fireman's Benefit Association.

Quebec—L'Action Catholique, the organ of Cardinal Begin, came out last week with a violent attack on moving picture theatres in an editorial captioned "The Ruin of the Child." This paper stated that it had received a letter from Montreal which declared that after studying the question of theatres and moving picture shows, it is of the opinion that the worst possible ravages are made on the children because of a too intense frequentation of these places. "For a long time past" adds L'Action Catholique, "we have been developing the tragic theme of the corruption of the children, young men and young women, by mean crimes which the picture shows set forth, by pictures of adultery," and it says that the harm done the youth of the country cannot be overestimated. "We are of the opinion, in fact, that no one up to the present time could have ever imagined a like contamination of the young and of a corruption en masse.

"The report of the authorities for the Montreal Juvenile Court, presided over by Judge Choquette, indicates an increase of 24 per cent. in youthful criminals and gives as the chief cause of this increase the moving pictures. A few days since the tramways displayed throughout the city the following advertisement: "A Splendid Sinner,"

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

#### LOEW'S

"The Easiest Way" with Clara Kimball Young

#### IMPERIAL.

"A Desert Wooing" with Enid Bennett and "The Family Skeleton" with Charles Ray (Monday and Tuesday). "The Kaiser's Shadow" with Dorothy Dalton, rest of the week.

#### STRAND.

"We Should Worry" with the Lee children.

#### HOLMAN.

"The Scandal Mongers" with Lois Weber

#### NEW GRAND.

"Confession" with Jewel Carman, and "The Light Within" with Olga Petrova and "Love's Conquest" with Lina Cavalieri.

#### TIVOLI.

"The Kid is Clever" with George Walsh and "The American Maid" with Edna Goodrich.

another was, "My Unmarried Wife," in big type, and yet another was "A Soul for Sale." These things are tolerated in our midst. Indeed our correspondent affirms that he saw the crucifix profaned in one of these shows. In fact one would rather think it a dream than a reality. Is it not time to act? In reply to those who speak about restrictions on trade, L'Action Catholique adds: "If we are well informed the Supreme Court of the United States has just condemned to ten years in the penitentiary and a fine of \$5,000 a film producer. Morality demands the same action here and honest citizens desire it."

The above is of course a good deal of a storm in a teacup, and defeats its own object by its very violence. The pictures quoted have in every case been passed by the censors and so there is no more to be said. As to their titles perhaps they are a little flamboyant, but, knowing as we do, the complete harmlessness of their subject matter, we can afford to laugh at this attack. As to the U. S. producer who was sent to the pen, that means merely that there are black sheep in every flock and that so wide-spread and important an industry as the motion pictures can hardly hope to escape contamination at times. The very fact that the man was so severely punished goes to prove that the authorities are closely on the watch for any infractions of morality and that the game of dodging law is not worth the candle. Moving picture men expect these attacks and will know how to discount them.

The future of the St. Denis theatre is still in doubt. Marcus Loew, whose interests in the question was foreshadowed last week has turned the proposition down since then and it is not yet decided whether any other big circuit will tackle the problem. Decision will likely be come to before the opening of the regular theatre season here.

The Official War pictures produced under the direction of the Minister of Information and released at the Imperial theatre by Specialty Film Import, Ltd., grow ever more interesting as they catch up with the current events. The views this week showed the Hun thrust for Paris and the British troops advancing to the attack. There were also a series of scenes dealing with the capture of the enemy airmen who deliberately murdered wounded men and their doctors and nurses by bombing Red Cross hospitals behind the lines. British gunners are shown too at work on the Italian lines and there were a number of other scenes intimately related to the present campaign.

S. Morgan Powell continued last Saturday his series of articles on "The Appeal of the Movies." Mr. Powell says that he has received many suggestions on his statement that the moving pictures' appeal was of a dubious character. Some of these, he says, proposed sweeping legislation; others were of opinion that his attitude was prejudiced. Once again, while saying that he could, and if he would, Mr. Powell does

(Continued on Page Twenty Column Three)

# MARITIME PROVINCE MENTIONS

## BUSINESS IS DULL.

Along the south line of New Brunswick the exhibitors complain that business is very dull indeed.

## NO APPOINTMENT YET.

No one has been appointed to fill Mr. Wall's place on the Nova Scotia Board. A. H. Flynn is doing the work and he is the logical man for the position as he has been associated with Mr. Wall and is fair and just. His appointment to the position would meet with the approval of the exchanges.

## OPEN MEETING SOON.

An open meeting of the Exchange Managers' Association will be held in August to which the theatre managers will be invited and at which a friendly discussion will be held of the problems which confront both manager of exchange and theatre.

## FILM IS LOANED.

Mrs. E. Atherton Smith, of St. John, is conducting a campaign for the Navy League in various parts of New Brunswick and the Specialty Film Import have furnished her with films to be shown in conjunction with addresses given upon the British Navy.

R. G. March, of the Specialty Film Import is starting off on a tour of Nova Scotia and expects to be away some three weeks.

## ENDORSES ASSOCIATION.

G. A. Margetts, president of the Exchange Managers' Association has received a letter from the executive of the Maritime Exhibitors' Motion Picture League stating that on receipt of an account of the aims and objects of the association, the league is in entire approval and sympathy with those aims and expect that they will meet with the approval of the future board of censors.

## AIMING HIGH.

An account in the Charlottetown Guardian of the opening of the new theatre there says "The old Lyceum theatre has been in the hands of decorators and has been thoroughly renovated from garret to cellar. It will cater to all classes, exhibiting the best and biggest pictures that money and experience can produce at the lowest admission fee consistent with success which will be five and ten cents. The management state positively that no matter how big the picture attraction will be no increase in prices! The opening attraction was "The Scarlet Oath" featuring Gail Kane.

## EXHIBITORS! READ YOUR MAIL.

I see in the Motion Picture Digest a request for exhibitors to write to this useful magazine and tell of matters of vital interest to themselves and others in the business. A firm in St. John, wishing to assist its customers and others, sent out sixty-five post cards asking if there was any way in which they could help the exhibitor to better service. Mr. R. G. March of the Specialty Film Import tells me that out of the sixty-five only seven replied to his cards. He questions if the average exhibitor pays much attention to his mail, and if very often valuable press matter does not find its way speedily into the waste paper basket. Letters from exhibitors are too few and far between it is stated by the exchange managers. Occasionally one comes which is too long but this is a better fault. More co-operation would be helpful on both sides.

## MAKES MANY BOOKINGS.

Mr March has just returned from a short trip which was successful in that he booked the new Pathe plays with C. E. Staples, of St. Stephens, H. W. Chase of the King St. Theatre, St. Andrews, and B. B. Jordan, of the Opera House McAdam.

Speaking of the Official British War Films, six of the exhibitors visited signed for them and it is the intention of the Pathe firm to have them shown in every house in the Maritime Provinces, if this is possible. This is entirely for patriotic purposes, the exchange making no profit out of the transaction and the censors are being asked to censor the films free so as to make the expenses of the film that much less.

The Specialty Film Import has earned the reputation of being the most willing to contribute towards any patriotic cause, and nothing has ever been too much trouble for them to undertake in the aid of Red Cross or any other worthy cause.

The Universal company have also given films on several occasions and also also the Regal exchange.

R. J. McAdam of the Casino, Halifax, has signed for the Pathe pictures.

The new serial "Hands Up," featuring Ruth Roland, coming to St. John the last of August will be given a trade showing in a few days.

Inquiries are being received at the Specialty Film Import regarding "The Yellow Ticket" which with the feature "To-day" will be here in September.

## NEWSPAPER CO-OPERATION.

I see that in Halifax the Majestic theatre is co-operating with the Daily Mail and offering a coupon which with seven cents admits any child under 15 to the Majestic. This includes the Government tax.

## MAKING SOLDIER PICTURES

Mr. Senior, Publicity Representative of the Invalidated Soldiers' Commission, of Ottawa, has been recently in Halifax and has taken several pictures of the provision made for returned soldiers. Many of these were taken at the Kentville Sanatorium and in Halifax a class of men studying at the Maritime College for bookkeepers were filmed. This work was done for Henry Ford at his own expense, the pictures to be shown in England, Canada and the United States.

## FOX BUSINESS GOOD

J. Lieberman, of the Fox Film Corporation has just returned from a trip to the North Shore and (in a moment spared from the catching of trains), tells me that business up that way is just fair. P. J. Leger, of Bathurst, signed up for Fox service. In the territory generally the Mutt and Jeff comedies handled by Fox are going splendidly.

In Campbellton both houses, the Imperial, Miss McIntyre, and the Opera House, D. Gordon, are both doing pretty well.

St. John, N.B.—E. J. Teale has been appointed manager of both Metro and Regal here, and tells me that he will have some good news for me later on.

## 'TIS SURELY A "GEM."

The Gem Theatre, Fredericton, has recently been mentioned as somewhat of a model in the matter of the medium sized town theatre. It is under lease to F. G. Spencer, and most capably managed by C. F. Stowe, who came into the territory from Boston last fall. Fredericton picture patrons look for the best and probably are as discriminating as those of any other community in the Maritime Provinces, and that Mr. Stowe has succeeded in securing their admission to the fact that the Gem is a credit to the capital city, and the many other good things I have heard speaks well for Mr. Spencer's latest acquisition in theatre managers. I confess to some curiosity regarding the Gem and its record, and hope to have an opportunity of seeing it before long.

## OPENS BY AUGUST 15TH.

The present expectation is that the new Strand theatre, Charlotte street, Sydney, will be completed and ready for opening by August 15th. And incidentally it may be said that it will be one of the most attractive and most comfortable theatres in the maritime provinces.

The seats for the theatre, a carload of them at all events, have now reached the city. Installation will begin shortly. The seats are of the latest type of theatre seats, comfortable and attractively finished.

# SELECT Pictures

Releases

## Pictures With Possibilities

Stars that have drawing power and are sure fire proof box-office attractions.

**DON'T WAIT—BOOK NOW**

Make money for yourself and satisfy your customers at the same time

**THESE STARS WILL DO THIS  
FOR YOU**

**Clara Kimball Young  
Norma Talmadge  
Alice Brady  
Constance Talmadge  
Marion Davies**

Write us for particulars—We will be pleased to serve you

# GOLDWYN Productions

**Stars of Highest Repute**

**Geraldine Farrar**

Made money for you in "JOAN THE WOMAN" and "THE WOMAN GOD FORGOT"

She will also make money for you in  
**GOLDWYN PRODUCTIONS**

**Mabel Normand in  
"PECK'S BAD GIRL"**

The Class of Picture Your People Want to See—Why Not Show it to Them?

**REX BEACH'S STORY  
"LAUGHING BILL HYDE"  
With BILL ROGERS Star  
Comedian in it, is Sure Success**

**Pauline Frederick  
Madge Kennedy  
Mae Marsh Tom Moore**

**YOU KNOW THESE ARE GOOD  
—YOUR PEOPLE WANT YOU  
TO SHOW THEM.**

**Do You Want GOLDWYN?  
If so Write Us**

## MONARCH FILM COMPANY Limited

**21 Dundas St. East  
TORONTO**

**106 St. Catherine St. West  
MONTREAL**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# YOU MAY NOW BOOK PATHÉ FEATURES ON EITHER THE SELECTIVE SERVICE (OPEN BOOKING) OR THE PROGRAM PLAN: TAKE YOUR CHOICE!

## Why the Selective Service Plan Appeals To The First Run Exhibitor

- ¶ He may pick the pictures his patrons want; He may, by selecting his features, reduce his "poor days" to a minimum;
- ¶ He doesn't have to buy a "pig in a poke," for program booking is booking blindly. A first run house cannot afford to book blindly. A picture which may jam a competitor's house may be a frost in his;
- ¶ By the selective service plan an exhibitor is the judge of what his patrons should have. He may book only those pictures on which he knows he can make money;
- ¶ A family trade house must be very careful as to the kind of pictures it runs. Under the selective service plan an exhibitor can keep out the pictures which only hurt his trade but which he must take under the program plan.

## SPECIALTY FILM IMPORT Limited

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Sign Now!!!

---

Arrangements for next year's output have been concluded and these are the offerings:

6	Features	Extra	Selected	FANNIE WARD
6	"	"	"	FRANK KEENAN
10	"	"	"	MARY MILES MINTER
10	"	"	"	WILLIAM RUSSELL

The Remaining Twenty (to make one a week)  
Will Include

And Other	MRS. VERNON CASTLE
Well-Known Stars	MARGARITTA FISHER
	BESSIE LOVE
	MARIE OSBORNE
	BRYANT WASHBURN

BESIDES these, BIG SPECIALS, such as  
"Moral Suicide" "Her Man" "Vagabond of France"  
and many others

GET IN TOUCH at once with our nearest branch office and secure your dates  
Our Features Will Make Money For You

**Branches:**

ST. JOHN  
TORONTO

CALGARY  
MONTREAL

VANCOUVER  
WINNIPEG

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

PROSPER --- PLAY REGAL

# WORLD PICTURES

**Regal announces its first eleven releases for  
the Fall of 1918 of World Productions**

**STARRING**

- |                          |                                       |
|--------------------------|---------------------------------------|
| 1. Masks and Faces       | Sir Johnston Forbes<br>Robertson      |
| 2. Tinsel                | Kitty Gordon                          |
| 3. The Way Out           | Carlyle Blackwell and<br>June Elvidge |
| 4. The Trap              | Alice Brady                           |
| 5. Vengeance             | Montagu Love and<br>Barbara Castleton |
| 6. The Witch Woman       | Ethel Clayton                         |
| 7. Neighbors             | Madge Evans                           |
| 8. A Woman of Redemption | June Elvidge                          |
| 9. The Interloper        | Kitty Gordon                          |
| 10. The Golden Wall      | Carlyle Blackwell                     |
| 11. Heart of a Girl      | Barbara Castleton                     |

## REGAL FILMS LIMITED

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

ALL WEEK --- EVERY WEEK

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**EXPERIENCED LADY PIANIST, A.** F. of M., G. S. M., London, England. desires re-engagement in good moving picture theatre; Alberta preferred; can thoroughly cue the pictures. Address X. Y. Z., Box 55, Bellevue, Alta.

**POSITION WANTED**—Licensed operator desires position; has eight years' experience; please mention best terms. C. A. Nelson, Carleton Co., Hartland, N.B. 3t

**FOR SALE**—One Powers Six machine, almost new; one standard motor drive, d.c.; one Edison exhibition model, all complete with lenses and rheostat, and two d.c. picture plants, consisting of dynamos and engines. All the above equipment is in excellent condition, and will be sold at a bargain. Apply to C. A. Nelson, Star Theatre, Hartland, N.B. 3t

**WANTED.—POSITION AS PIANIST** for moving picture theatre, in the city of Toronto, preferred. However, will go anywhere in Canada, if right kind of proposition is offered. Am thoroughly competent with splendid experience for this class of work. Write Miss Robertson, 128 West Roxborough street, Toronto, Ont.

**FOR SALE.**—One Prestwich Motion Picture Camera (second-hand), in good condition, with tripod; five magazines (200 feet); three Allison Speedaway lamps; three developing tanks, with four 100-foot racks; one cismograph, and a lot of small things. Apply to Shapiro's Art Studio, 960½ Main St., Winnipeg, Man.

**EXPERIENCED MANAGER** and projection expert desires engagement in house where ability will be recognized; twelve years' experience (ten years with one firm); no engagement too big nor too small, providing you are willing to pay for results; will go anywhere in Canada, but must have absolute control. Reply to "Live Wire," care The Digest, 326 Spadina Ave., Toronto, Ont.



**DOUGLAS FAIRBANKS**

"Say! Young Fellow"

An ADICRAFT Picture

**WANTED**—Exhibitors, film exchange-men, and all others in Canada interested in the film business, to make use of The Digest's classified advertisement section, which you are now reading. We do not charge for Help and Situations Wanted. For Sale, Wanted to Rent, or Purchase, and kindred advertisements—a cent a word. The cost is cheap; the results will surprise you.

**AT LIBERTY**—Motion Picture Operator; 12 years in the business; licenses for Nova Scotia and New Brunswick; also member of I.A.T.S.E.; apply J. Frank MacGuire, Box 514, Church St., Pictou, N.S.

**POSITION WANTED**—A young lady who is a capable pianist, and who understands "playing the pictures," would like a position in a Toronto Moving Picture House. Address replies to Miss Richardson, care The Digest. 3t

## MAKES BIG SPLASH.

More than one-fifth of all the theatres in the United States and Canada had booked the new Vitagraph serial "A Fight for Millions," before release date, according to figures recorded at the office of Walter W. Irwin, General Manager of the Vitagraph distributing organization. This, says Mr. Irwin, is the most remarkable showing ever made by a Vitagraph production not even excluding the record-breaking "Over the Top," and Mr. Irwin believes that it sets a new high water mark for bookings in the industry.

Another extraordinary development in connection with Vitagraph serial business, is announced this week by Mr. Irwin through the Lincoln theatre, Milwaukee, taking advantage of the year-round booking policy recently established by Vitagraph. This house has signed up for two years or eight serials. This is probably the first time in the history of the industry that an exhibitor has shown his confidence in a company's product by taking a given unit so far in advance of production.

According to reports, "A Fight for Millions," has already begun to justify the confidence of exhibitors, a number already having written in highest praise of the success attending the opening of the big chapter play last week. At the Park theatre, Boston, the beginning of the serial is said to have brought record-breaking business to the theatre, while M. Glynne, of Glynne & Ward, owners of the Alhambra theatre in Brooklyn, wrote as follows: "This is without doubt the best serial you have yet made. We booked the first episode for two days, and did a record breaking business both days. The people are enthused over it, and we wish to congratulate you on your wonderful success."

Exhibitors who have seen the first eight episodes of "A Fight for Millions," however, declare that it has everything that is required for a serial. William Duncan is now regarded as the leading male serial star of the country and in Edith Johnston and Joe Ryan he has two extremely clever and popular supporting stars.

The trouble with the windows of some exhibitors' minds is that they are so clouded with hot air that they can't see through them.

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay you to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

**WID'S FILMS & FILM FOLK, Inc.**

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

## Ernest Shipman's Film Activities

### New York Representative of the Digest Has Wonderful Film Line-Up

Before leaving for the East, Fred Balshofer arranged with Ernest Shipman to represent him in a business way for the exploitation of the Julian Eltinge stage successes upon the screen.

Harry Garson is en route east with one print of "The Hushed Hour" to present to the First National Exhibitors' Circuit, and prominent state rights buyers. He will make future productions with Blanche Sweet and House Peters. Ernest Shipman is paving the way.

Al. Jennings has turned his first six reel "The Lady of the Dugout" over to Ernest Shipman for selling purposes, and is now at work upon his second feature in which a highly sensational episode with the late O. Henry is screened.

Francis Ford has completed his second release entitled "The Island of Intrigue." Under Ernest Shipman's active salesmanship Ford's first picture "Berlin via America" is almost sold out.

Walker Whiteside will make his big Japanese Secret Service patriotic story in Los Angeles, if present plans upon which Ernest Shipman is working, materialize accordingly.

William H. Clifford has completed "A prisoner of War." The fifth of the Shorty Hamilton five-reelers, and Ernest Shipman reports sales in most of the territory.

Bill Stringers, one reel poem picture plays, directed by Bert von Tuyle, will be released under a monthly franchise through Ernst Shipman's New York office.

"The Curve of Eve," revised in six reels, will soon have a local screening Ernest Shipman is selling it at splendid prices in the open market.

Lloyd Carleton has returned from New York where he put over a special deal for the releasing of the Carleton productions under the Shipman banner, in the open market.

The Titan Feature Film Co., of Spokane, announces six features per year, with Mr. Shipman on the selling end.

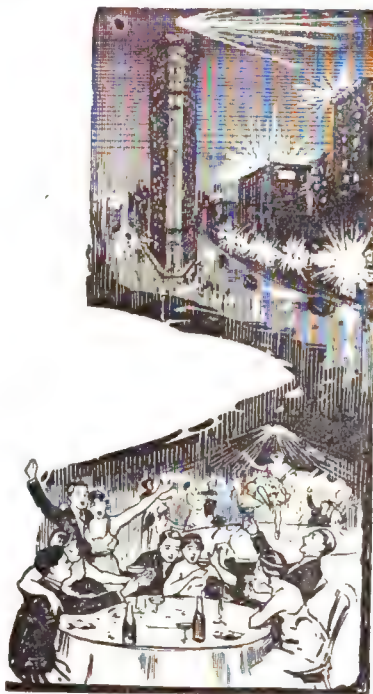
The Life-o-graph Co., of Portland, Ore., have contracted with Ernest Shipman to sell their five-reel features, entitled "A Nugget in the Rough."

Nell Shipman's seven-reel timely sensation "The Tiger of the Sea" is being demanded by state rights buyers.

The Josh Binny two-reel comedies has been closed out in one deal thus disposing of the only comedies on Mr. Shipman's list, which leaves room for new product of this nature to fill this demand.

Are you catering to your particular clientele, or aren't you that particular?

Folks forget names. Link the star's name to some success that is remembered



"TODAY"

A Pathe Play That Has Made Good  
in Canada

## That's Agoin' Some

### As a Red Cross Collector Wallace Was a Bear-Cat

The Halifax Echo says: "A former motion picture actor, now in an overseas unit at present stationed here, last night collected money for the Red Cross at the rate of \$200 every minute of his canvass. This is good work and if all the regular canvassers were fortunate enough to secure contributions at that rate Halifax would have been 'over the top' in the matter of Red Cross contributions before this. But although the canvassers have not been able to attain this remarkable speed, there is no doubt that before the campaign is over more than the required sum will have been realized." The actor referred to is Wallace MacDonald, a screen star who hails originally from Cape Breton.

If it's only one reel and it's good  
— advertise it. Strength is better than length.

## EVERYTHING—BUT.

The great feature film was finished. Five months of painstaking labor was over, and one hundred thousand dollars had been spent in the picturizing of Zane Grey's famous frontier novel, "The Light of Western Stars." The private showing with music, had been given to an audience of invited guests of the "who's who" class and the picture was acclaimed a masterpiece.

Nothing had been forgotten. There was a farewell dinner, participated in by the company and their immediate friends. At the dinner there were toasts and speeches. Dustin Farnum, the star, hurled bon mots at the director, Charles Swickhard, who whipped them over to Miss Winifred Kingston, the leading lady, for a double play at second; and so on down the line. The flashlight photograph that followed was only one incident in the well co-ordinated baptism of a big feature film.

Next morning at the Santa Fe Railway station in Los Angeles, the company and friends were again assembled and duly photographed at the train. Harry A. Sherman, promotor of Dustin Farnum in the Sherman productions, was leaving for New York to market the big production, and the company and friends were there to bid him good bye and good luck, and all that sort of thing. Many complimentary things were said back and forth. Some of them were witty and really worth repeating, but these are war times and paper is worth more than good copy.

When the train pulled out of the station, Harry Sherman was flushed and happy. He sank back into the green Pullman plush and lit a large, fresh Havana. There is no record of how long he sat there musing then contentedly. Everything had progressed without a hitch and now he was indulging in mental arithmetic. He was thinking in thousands. More than that—he was thinking languidly in hundreds of thousands—the proceeds of the picture.

Suddenly—without an instant's warning—Sherman struck himself a terrible slap on the forehead. It was like a man swatting a mosquito, only a thousand times worse. It was more like the kick of a mule. At the same instant Sherman ejaculated these well-known words, "My God."

"What's the matter Harry?" asked Will Archie, the diminutive comedian who was traveling with Sherman.

After a series of gasps and gurgles from Sherman, Archie began to get scared.

"Are you sick, Harry?—Can I help you?—Shall I stop the train and get a doctor?"

"No, no."

"Well, what's the matter?"

"I—I forgot to bring the film," gasped Sherman.

It's worth wrinkling up your brows a little if you can always send your patrons away smiling.

Does the calendar mean anything more to you than a reference list of days?

## Publicity Made Edison Wealthy

Interesting Article on Power of  
Publicity and Advertising

### ADVERTISING IS "THE THING"

#### Are You Taking Advantage of This Great Business Force

The article which follows should be read by everyone in the film business in Canada. It gives great food for thought and reflection. It shows what a wonderful force proper publicity and advertising is— if properly harnessed to the job. According to the article publicity has made Thomas A. Edison rich, and the lack of it has caused Luther Burbank to remain poor.

We might truthfully say that publicity has been the means whereby many exhibitors have become successful, and lack of publicity has caused many a failure in the exhibitor end of the film business. Read the article, Here it is:

"Why have the inventions of Thomas Edison yielded a fortune, while those of Luther Burbank have not?" This question is used as the heading of an editorial article in *Engineering and Contracting* (Chicago), and the writer proceeds at once to answer it. Publicity he avers has made Edison rich, and the lack of it has caused Burbank to remain poor. New things, he says, must fight their way into use, and "of all the available weapons advertising is perhaps the best." Scientific men often forget that it does not suffice for them to acquire knowledge; they must make that knowledge available and fruitful. This, we are told, Edison has done; he began early to do it, while effective publicity on Burbank's behalf did not begin until a comparatively few years ago.

"Here is a man (Burbank) who is one of the greatest geniuses and benefactors of the human race. He is, indeed, the pioneer engineer of the vegetable kingdoms, the inventor of new forms of plant life, and a wonder worker as great as Edison. Yet Edison's name is a household word and his inventions are, like his name, in almost every American home; whereas Burbank's name is still little known, and even farmers of greatest intelligence scarcely perceive the tithe of the miracles that Burbank's products could be made to perform. Why does this difference in celebrity exist? The question is of more than academic interest. Its answer, in fact, points to the very nucleus of the seed of progress.

#### Advertising Did It.

"Edison is little older than Burbank, but early in life he saw the value of advertising; and he became one of the most persistent of advertisers. His name was upon all his products, and his products were advertised in almost every conceivable way. He became first a national and then an international figure. As inventor of the incandescent electric lamp of the pho-

nograph and of the moving picture, Edison is not a whit greater than Burbank, the man who first crossed one species and then one genus of plant with another, who discovered that hybridization leads to great variation, who invented the spineless cactus, the stoneless plum, etc.

"Burbank states that up to the year 1912 his inventions and experiments had cost him \$250,000 during thirty years of continuous work; and that the income from the sale of all his new varieties during that time had been only \$100,000. In short his plant inventions had left him out of pocket \$150,000. Yet, for example, the orchardists of California annually ship more than \$500,000 worth of Burbank plums, which are less than half as expensive to raise as were the French plums which these displaced. And he says 'the Burbank plums and prunes have earned money for everyone except their originator.'

"Contrast profitless Burbank with wealthy Edison and ask yourself the reason. Had Burbank had the good fortune to have secured as an associate an able advertiser and sales manager no man of broad business experience would doubt, the writer thinks, that Burbank would be as well-known and rich as Edison."

#### A CLEVER LETTER.

Mr. H. F. Hill, manager of the Bijou theatre, Calgary, Alta., made use of the following letter to boost his theatre. It worked:

**Manager's Letter to Bijou Patrons.**  
My dear Madam:—

Are you interested in new styles? Would you like to see quite an assortment on a beautiful woman? If so I have a double pleasure in store for you.

At my theatre next Thursday I will present Miss Virginia Pearson in William Fox's latest photoplay "Stolen Honor." You will get some ideas for your winter gowns from Miss Pearson's and, besides, see a stirring society drama of love and intrigue among clever people in the life of Washington.

Please remember that this is not a fashion play but some stunning gowns are shown. It is a play for men as well as women. It is stirring with action and made beautiful in settings and scenes.

It is one instance where you can look over new dress creations while your husband sits beside you and enjoys the play itself.

This is really Miss Pearson's best picture, which is saying much, because "The Rose of Dixieland" has always been welcomed in theatres all over the world.

Another thing that makes this picture big is the fact that it was directed by Richard Stanton. Mr. Stanton is the man who made "The Spy" for William Fox. He is the man who gets action—in every foot of film.

You can depend on good entertainment. Still I hope it will not grip you so thoroughly that you will miss taking note of Miss Pearson's gowns. You may also get some hints on home decoration because Mr. Stanton has fitted up some pretty settings, making scenes that are exquisite.

Yours truly,

H. F. HILL,  
Manager Bijou Theatre, Calgary, Alta.

# Wake Up

## To The Importance of the Little Want Ads.

### The Want Ad Columns of The Digest Always Abound in Good News for Digest Readers.

### Keep in Touch With This Weekly Feature.



# STORIES OF THE PLAYS AND PLAYERS

## PEARL WHITE WRITING STORY OF HER LIFE.

Pearl White is writing her autobiography.

Miss White declares that this will be no "press-agency" affair and every word within the volume will be gospel.

It is probable that the book which will run from 25,000 to 40,000 words, will be published by a New York publishing house, and after its appearance this fall, it will run as a serial in one of the fan magazines.

Then it will be turned over to Pathe for publication as a newspaper serial, released co-incidentally with Pearl White' Pathe serial now called "The Lightning Raider." First episodes of this serial will be released in November.

## PATHE'S ACTIVITIES ON THE WEST COAST.

Rolin studios are trying out a comedy in which Stan Laurel, an English comedian, is playing the chief role. Just what plans Rolin has in mind, have not been made public, although it is assumed that the first Laurel comedy will be sent forward to Pathe in New York at the earliest moment for a "once-over" by the famous "Board of Fifteen," which decides the fate of all pictures that go through Pathe channels.

Baby Marie Osborne was made very happy upon the completion of her last Pathe feature when her father granted her permission to go downtown among the shops and select her wardrobe for the coming feature. Sales girls will undoubtedly work overtime for the next week as little Marie is very exacting regarding her clothing. The title of her new picture is "Dolly's Vacation" and will be under the direction of William Bertram.

The fourth and fifth episodes of "Hands Up," the new Pathe serial, are completed. Pathe plans to release the first chapter in about six weeks.

Mr. and Mrs. Hal. E. Roach are receiving congratulations on the birth of a young gentleman who will go through life bearing the name of Harry Eugene Roach, Jr. This young gentleman appeared on the scene June 15th. His father is director general of Rolin studios.

Ruth Doland, star of "Hands Up," being made at Astra's west coast studios, has received \$300 from a New York fashion magazine in payment of designs of a riding habit made by her. Just to prove it was not stage money, the beautiful Ruth turned over the check to Fannie Ward's Convalescent Soldiers' Hospital.

Helen Cassity, who has been leading woman with the Baby Marie Osborne Company, has gone to New York on a visit.

## "TO THE HIGHEST BIDDER," NEW ALICE JOYCE FEATURE.

"To the Highest Bidder," is the striking title of the Blue Ribbon feature announced for release the week of July 22 by Albert E. Smith, president of Vitagraph, with Alice Joyce as the featured star. The play is from the Florence Morse Kingsley novel of the same name and was made under the direction of Tom Terriss. Walter McGrail, Percy Standing, Jules Cowles, little Stephen Carr, Mary Carr, and Edna Murphy appear in support of Miss Joyce.



MARGUERITE CLARK  
in "Prunella"  
A Paramount Picture

## SERIAL STAR IN WOLFVILLE.

Carol Holloway Appears as Heroine in "Talky Jones."

Carol Holloway, well known for her work in serials with William Duncan, makes her second appearance in a Wolfville Tale recently in "The Jest of Talky Jones," a General Film release. Featured with her are William Lester, who has been playing prominent parts in the other stories of this series, Robert Burns, Hattie Buskirk, and Charles Force.

A strong note of comedy runs throughout the two-reel story, which is not without its touch of the dramatic. "Talky Jones" plans a joke on a tenderfoot called "Gooseberry" and nearly frightens him to death. The latter begins a systematic campaign to get even. Before "Talky Jones" is aware of what is happening, his jest has backfired and he has lost his dearest possessions—his daughter and his mine.

Following the Wolfville release will come "Springtime a la Carte," another O. Henry story featuring Edward Earle and Agnes Ayres, the popular stars of recent Broadway Star Features successes.

## BEASTS OF JUNGLE HAVE NO TERRORS FOR FILM STAL.

Workings of Animal Mind Familiar to Marie Walcamp.

Wild animals are ruled by a curious mixture of love and fear, in the belief of Marie Walcamp, the daring star of "The Lion's Claws," a thrilling Universal serial of the Transvaal.

In many of the vivid jungle scenes Miss Walcamp appears with the jungle beasts. She is unafraid because she has to be. The Universal player knows that the beast feels her mind-mastery. Should she give way to fear, the animal would sense the weak link in her guard and her life would be endangered.

Miss Westcamp was asked how she managed to overcome the natural fear that one would have in proximity to lions, orang-outangs and half-crazed elephants.

"Through a perfect understanding of the animal nature," she answered.

"The mental attitude of the trainer holds animals in check. They must know that they are strong enough to tear a person to shreds, but there is something that holds them back. They do not know what it is, but it is the mind-mastery of the human which they cannot overcome."

In "The Lion's Claws" Marie Walcamp is filmed close to one of the orang-outangs from the Universal City arena; Charlie, temperamental elephant and all of the score of jungle cats used in the serial.

## MAY IRWIN IN UNIVERSAL FILM.

Famous Comedienne Makes Moving Picture Debut.

May Irwin will shortly make her bow to photoplay patrons the country over, via the medium of the two-reel Universal production entitled "Thorobreds."

"Thorobreds" was filmed at Southington, Conn., famous as the stock farm controlled by the American Jersey Cattle Company. In this story, Miss Irwin enacts the role of an up-to-the-minute business woman who, although ignorant of matters rural, wins success as a farmer through perseverance and sound business methods.

Aside from the story itself, those picture patrons who reside in rural communities will take particular interest in the wonderful Jersey stock shown in this Universal release. Some of the most famous cows in the country are shown, among them being Oxfords Briar Flower, for which the Brooks Farm, at Baryfield, N. Y., recently paid \$10,000, and Spohie-19, another \$10,000 beauty.

Keeping ahead of conditions is one of the secrets of successful business.—Charles M. Schwab.

# ADVANCE NOTICES FROM THE EXCHANGES

## "QUEEN OF THE SEAS."

"Queen of the Sea," a stupendous submarine phantasy starring Annette Kellerman, the modern Venus, has just been completed and will be shown by William Fox during the coming season.

This spectacle is not only one of the costliest photoplays ever made, but it is also the most beautiful. Magnificent marine scenes, beautiful pictures of the floor of the ocean, mermaids, fairies, and gnomes of the deep, all pass through its scenes in a whirling breath-taking throng.

To show the time and care expended on producing "Queen of the Sea," it is only necessary to mention that work on the production began June 24, 1917, and only recently was completed.

More than 1,500 persons appear in "Queen of the Sea." Five hundred beautiful girls pose as mermaids. The director used fifty miles of films. Scenes were taken in Bar Harbor, Me., Bermuda, Jamaica, Florida, Mexico and California.

Although William Fox the producer of "Queen of the Sea," has long been known for the lavish way in which he spends money on his works, in this production he surpasses anything he has yet attempted. One expensive part of "Queen of the Sea" was the building and dynamiting of the Tower of Knives and Swords, containing special intricate machinery for operating weird instruments of torture.

Annette Kellerman, star of the production, not only gives many thrilling exhibitions of her swimming and diving abilities, but also reveals in beautiful poses the figure which has earned her the sobriquet of "the modern Venus."

## BLUEBIRD FEATURES FRITZIE BRUNETTE.

### "Should a Woman Tell" Star's Next Vehicle.

Fritzi Brunette, whose work in several notable Selig productions has won for her a considerable degree of popularity, has joined the Universal forces and is to be featured in a sensational melodrama entitled "Should a Woman Tell."

"Should a Woman Tell" is the screen adaptation of Sidney Toler's popular drama of the legitimate stage entitled "Playthings." Douglas Gerard has been assigned by Universal to direct the filming of the story.

A splendidly balanced cast containing such sterling players as Mary Anderson, Myrtle Reeves, Lew Cody, Phil Dunham and Fred Turner, will appear in support of Miss Brunette. "Should a Woman Tell" will be released on the Bluebird program.

Politeness does not cost you anything, but the lack of it may be expensive.

## ALICE JOYCE AND HARRY MOREY TO STAR NEW ONES.

Alice Joyce working under the direction of Tom Terriss, and Harry Morey and Betty Blythe, directed by Paul Scardon, will start work on new pictures at the Vitagraph Eastern studio this week. The titles of their new features, it is said, will not be announced until later.

"Sunny Sammy" the little colored comedian who has been supporting Baby Marie Osborne in her late pictures is the featured star in a two-reel comedy recently completed at the Diando studios.



PAULINE FREDERICK  
in "Resurrection"  
A Paramount Picture

## SELECT TITLES FOR TWO AUGUST BLUE RIBBON FEATURES.

Two of the Vitagraph Blue Ribbon features for August which were listed under the title they bear in story form, and which titles were declared to be temporary, now have been definitely named for the screen. They are:

"All Man," made from "Fiddler's Green," a Saturday Evening Post story by Donn Byrne and listed for release on August 5th. Harry Morey is the star, with Betty Blythe featured in his support, and the play was made at the Vitagraph Eastern studio under the direction of Paul Scardon.

"The Changing Woman," made from the O. Henry story, "A Matter of Mean Elevation." This is scheduled for release on August 19th and will present Hedda Nova and J. Frank Glendon, stars of "The Woman in the Web," serial, in their first Blue Ribbon feature as a starring combination.

In connection with the choosing of these final titles, Albert E. Smith, president of the Vitagraph company also announces that the title of "Dead Beats and Athletes," a big V comedy featuring Montgomery and Rock and listed for release on August 26th, has been changed to "Flappers and Friskies."

It's worth a lot to know, but it's worth more to tell the public, too!

## CIRCUS SERIAL POLO'S NEXT SERIAL.

### "Lure of the Circus" Star's Next Vehicle.

Under a tent sufficiently large to house the biggest of circuses, Eddie Polo is starring in his master serial, "The Lure of the Circus."

He is supported in the cast by veteran circus folk, even to property men and those unsung toilers who make sure that the aerial trappings are secure lest their principals crack a skull or two.

Animals have been requisitioned from the film capital arena in force. Wandering freely around to the circus location, to the intense annoyance of temperamental performers, may be seen elephants with long, gleaming billiard ball material in their mouths, genuflecting camels with a distressing habit of snorting all over one's waistcoat, trick donkeys that kick at nothing but sometimes strike bystanders, and a score of other creatures from the arena just across the boulevard.

With the assistance of Ho Sing Suey, a Chinese gentleman who peddles peanuts to the performers, Polo's set would get by as a real honest-to-goodness circus were it to sneak into a strange town under the cover of night.

The Diando studio has suffered another loss through the war. Hugh R. Wood, who was born in London, but who has lived in the United States for the last twelve years, left Los Angeles Thursday to enter the camouflage department in connection with the tank service in the English army.

Mr. Wood goes with a party of 50 Los Angeles Englishmen. He was given a rousing send-off by his fellow workers at the studio and was presented with a substantial money contribution by Baby Marie Osborne.

Wood was the scenic artist at the studio and ranked very high in his profession both in the legitimate and in pictures. He was connected for many years with the Charles Frohman organization and painted much of the original scenery for the massive Ben Hur production.

He leaves a wife behind, having been married only three months.

Norman Manning, former studio manager also left for the front two weeks ago. He joins the Royal Air Force in Canada.

After a vacation of more than three months, Gale Henry, the comedienne who gained a nation-wide reputation through her five year association with the Universal Company, has formed her own producing company.

The first comedy will be started at the Diando studios next week. Bruno J. Becker will be the director and Milburn Moranti, who supported Miss Henry in her Universal and L-KO comedies will play the principal male roles.

**NO REPRESENTATION.****General Film Official Makes Correction.**

It was stated in the Digest, issue of July 20th, that William C. Smith, manager of the Empress theatre, St. John, N.B., is handling the output of the General Film Co. (Canada), Ltd., in the Maritime Provinces. According to Mr. T. S. Cooper, secretary of the General in Canada, this film company is not represented in the Maritime provinces by anyone, and that the business the General is now doing in St. John and Halifax, is merely a booking arrangement. Mr. Smith is not connected with General in any way, and is merely booking a number of releases from General which he will work in certain houses in and around St. John. The entire business of the Maritime provinces is done from the Montreal office of the General.

**EMPIRE DOING GOOD.****Saskatoon Theatre Has Been Doing Consistent Business.**

Commencing July 29th, and extending over a period of six weeks, the Empire theatre, of Saskatoon, Alta., has adopted a special picture policy.

Arrangements have been made whereby an eight-reel program will be offered consisting of some of the finest pictures procurable.

The Empire is making a great bid for business in Saskatoon, and is using splendid showmanship tactics to interest fans in its film offerings.

**WORK STARTED ON NEW PICTURE HOUSE FOR EDMONTON.**

Some little time back it was announced that a new picture house was contemplated on the site of the old Orpheum theatre, arrangements are now now completed for the work and already tearing down is under way. The Liberal Club have moved to the upper flat of the Sandison block, and the Hull Printing Co. and Weekly Topics have taken quarters at 606 Agency Building.

**BASEBALL STARS.****Winnipeg Exchanges Have Fast-Going Ball Club.**

Jack Swartz, of the Winnipeg branch of Regal Films Ltd., writes the Digest and gives the following account of a recent ball game played in Winnipeg.

Jack says: "The Winnipeg film exchanges have organized a baseball club, under the management of Mr. Ed. Wilson, of the Universal Film Company, and played their first game on July 17 against Mr. Booth's team, manager of the Standard Electric Company. The exchange team won with a score of 22 to 8. Ed. Wilson was the star, making three hits. If you don't believe us ask Jernberg, manager of the Province theatre."

The new play which Baby Marie is now making has the working title "My Lady o' the Beanstalk."

A fight that is different will be the big punch in the latest Western feature Director Paton is making for Diando. More than hundred and fifty extras were used in the dance hall set for this picture for five days last week. The set is one of the biggest ever put up on the lot, being 300 feet long by 175 feet wide. All of these extras participated in the general scrap and it kept two physicians busy for several hours attending to the injuries. This is the second of a series of "Westerns" Diando is producing.



MARY PICKFORD  
in "How Could You, Jean?"

An ARCTICRAFT Picture

A post card received from Harry MacPherson at present in training at Sackett's Harbor, N. Y., former assistant director with the Baby Marie Osborne company conveys the information that after ten weeks training he is now a d— fine dish washer. Harry must have been a bad boy and given a lot of K. P. work.

Having completed his last picture at the old Balboa studios, Roscoe 'Fatty' Arbuckle, the famous comedy star, will move his entire company and on Monday start production on a new story at the Diando studios in Glendale.

While only a tentative agreement has been made between W. A. S. Douglas, president of Diando and Lou Anger, business manager for Arbuckle, for the production of all of his pictures.

"Fatty" acts as his own director and carries a large company. For the last two years he has been producing comedies for release by the Paramount organization.

Always remember one thing in writing your advertising—you cannot sell yesterday!

(Continued from Page Nine)

not cite concrete examples or quote authorities in support of his contentions. He goes on to say:

"There will have to be some startling reform, a considerable amount of upheaval in more directions than one, before the moving picture, as such, will show any definite encouraging signs of improvement."

First, Mr. Powell claims, that the average scenario is poor, crude stuff written by amateurs whose work could not possibly pass muster anywhere else. Then the moving picture industry's 'literature,' if one may use the word without desecrating it, is, take it on the whole, little short of appalling in its blatant insolent exaggeration. This drivell is absorbed as gospel by thousands of unthinking people. A combined set against the extortionate prices at present charged for films would go a long way toward effecting an improvement. The payment of senseless salaries to the Pickfords and the Fairbanks is attended by the imposition of charges out of all proportion to the value of the picture.

As to the censorship Mr. Powell is refreshingly candid: "Such censorship as we have in Canada is less than worthless. It does nothing to discriminate. It hands to one exchange what it refuses to another." Montreal has suffered very much at the hands of its moving picture censors." And he cites some instances that fully bear out his strictures.

Mr. Eddie Ouimet left this week for Chicago where he is settling details of big fall and winter season business.

"The Call of Freedom," the picture of the Canadian draftee, specially written for and filmed by Specialty Film Import, will be released on August 18th.

Maurice Davis, general manager of Fox Film Corporation office here, reports that Standard Pictures, such as Cleopatra, Les Miserables, etc., are going strong all over the country. "The Blindness of Divorcee" recently released by Fox at Loew's here made a sensational hit.

I. Soskin, of the Famous Players, is in town and is preparing the new policy of the Paramount Artercraft programme for the coming season.

G. R. Duncan, of His Majesty's theatre, Sherbrooke, was in town this week. He has booked the Famous Players' features for a whole year ahead at his theatre.

A clean show—a clean house  
—a clean profit.

**Do Your "Bit"!**

Every exhibitor who sends in his weekly film reports is helping himself as well as the "other fellow." He will tell his fellow-exhibitor the truth concerning the pictures he ran, and they, in turn, will give him the information so vital to his success.

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.



## Releases in Toronto and Montreal for Week Ending Aug. 3rd

### TORONTO RELEASES

#### FAMOUS PLAYERS.

- "Sandy," Jack Pickford, five reels.
- "A Desert Wooing," Enid Bennett, five reels.
- "The Firefly of France," Wallace Reid, five reels.

#### FOX.

- "The Kid is Clever," five reels.
- "Rough and Ready," seven reels.
- Mutt and Jeff in the "75-Mile Gun," one reel comedy.

#### GENERAL.

- "The Stenog," Montgomery Flagg series, one reel.
- "A Daughter of Uncle Sam," serial, one reel.
- "Tuscan Jennie's Heart," A Wolfville Tale, two reels.
- World Library, No. 22.

#### MUTUAL.

- Screen Telegram, one reel.
- "By Foul Means," Strand comedy, one reel.

#### REGAL

- "The Winning of Beatrice," Metro, May Allison, five reels.
- "Back to the Woods," Goldwyn, Mabel Normand, five reels.

#### SELECT.

- "Panthea," five reels.

#### SPECIALTY FILM IMPORT.

- "Annexing Bill," Gladys Hulette, five reels.
- "Fire the Cook," comedy, one reel.
- "The House of Hate," serial, two reels.
- Pathe News, two-a-week, one reel.
- Pathe British Gazette, one reel.
- British War Office Official News Weekly, one reel.

#### UNIVERSAL.

- "It Can't be Done," Nestor comedy, one reel.
- "Fools and Fires," L-KO comedy, two reels.
- Universal Weekly, No. 36.
- Universal Screen Magazine, No. 83.
- Universal Current Events, No. 65.
- "The Trail of no Return," Railroad and Western Drama, two reels.
- "The Brass Bullet," serial, Episode No. 1.
- "Love Swindle," Bluebird, five reels.
- "Don't Shoot," Lyons & Moran comedy, two reels.

#### VITAGRAPH.

- "All Man," Harry Morey, five reels.
- "The Sticky Movie Kiss," Drew comedy, one reel.
- "Dunces and Danger," Big V comedy, one reel.
- "Fight for Millions," serial, episode No. 4, two reels.

### MONTREAL RELEASES

#### FAMOUS PLAYERS.

- "A Desert Wooing," Enid Bennett, five reels.
- "The Family Skeleton," Charles Ray, five reels.
- "The Kaiser's Shadow," Dorothy Dalton, five reels.
- "Screen Idol," Mack Sennett comedy.

#### FOX FILM CO.

- "We Should Worry," Jane and Kathleen Lee, five reels.
- "Who's Your Father," Sunshine comedy, two reels.
- Mutt and Jeff Cartoon.

#### GENERAL FILM.

- "Winning of the Mocking Bird," O. Henry story 2 reels.
- "Troubled Waters," 1 reel comedy.
- Snakeville Epidemic, comedy.

#### INDEPENDENT FILM SUPPLY.

- "Behind the Mask," Catherine Calvert, five reels.

#### METRO

- "A Successful Adventure," May Allison, five reels.
- Drew Comedy, 1 reel.

#### MUTUAL ..

- "Like Mother Made," Strand comedy, Billie Rhodes.
- Screen Telegram, No. 42.

#### REGAL

- No releases this week.

#### SPECIALTY FILM IMPORT.

- "The First Law," Mrs. Vernon Castle, five reels.
- "House of Hate," Pearl White and Antonio Moreno, 'At the Pistol Point,' two reels.
- "Kicking the Germ out of Germany," Harold Lloyd, 1 reel comedy.
- History of the War, No. 17.
- British War Office Official News, one reel.
- Pathe British Gazette, one reel.
- Pathe News, one reel, two a week.

#### UNIVERSAL.

- "Choo-Choo Love," Alive Howell, 2-reel comedy.
- "Winner Takes All," (Bluebird) Monroe Salisbury, five reels.
- Weekly, No. 32.
- Screen Magazine, No. 80.
- Current Events, No. 62.
- "Almost Welcome," Lyons-Moran comedy.

#### VITAGRAPH.

- "Find the Woman," Alice Joyce, five reels.
- "Bathing Beauties and Big Boobs," Big V comedy.
- "Case of Eugenics," Sidney Drew.
- "Secret Stockade," Episode No. 3 in "Fight for Millions."

The Digest Grows Each Week—"There's A Reason"

# Help Us TO HELP YOU!

Have you sent to The Digest your Registration Coupon?

The response to the appeal has been very gratifying, but there are still many Canadian Exhibitors who have failed to send us their Registration Coupon.

You'll find a Coupon in this issue awaiting your pencil!



MARY PICKFORD



# HERALDS

## Of the Following

### PATHE STARS:-

*Baby Marie Osborne*  
*Mrs. Vernon Castle*  
*Harold Lloyd*  
*Bryant Washburn*  
*Bessie Love*  
*Gladys Hulette*  
*Frank Mayo*  
*Creighton Hale*

*Pearl White*  
*Antonio Moreno*  
*Fannie Ward*  
*Florence Reed*  
*Frank Keenan*  
*Ruth Roland*  
*Leon Bary*

### FOX STARS:-

*Theda Bara*  
*Jane and Katherine Lee*  
*George Walsh*  
*Virginia Pearson*  
*Tom Mix*  
*Miriam Cooper*

*Jewel Carmen*  
*William Farnum*  
*Gladys Brockwell*  
*Peggy Hyland*  
*June Caprice*  
*Charlie Chaplin*  
*Dustin Farnum*

### FAMOUS PL

*Norma Talmadge,* *Billy Burke,* *Mary Pickford,*  
*Alice Brady,* *William S. Hart,* *Elsie Ferguson,* *Paul*

## The Dominion Emboss

326-328 Spadina Ave.

# IN STOCK

## oving Picture Stars

### REGAL STARS:-

<i>Evelyn Greeley</i>	<i>Barbara Castleton</i>
<i>Mary Garden</i>	<i>Madge Kennedy</i>
<i>Mabel Normand</i>	<i>Mae Marsh</i>
<i>Maxine Elliott</i>	<i>J. Warren Kerrigan</i>
<i>Bessie Barriscale</i>	<i>Henry B. Walthall</i>
<i>Carlyle Blackwell</i>	<i>Louise Glaum</i>
<i>Rita Jolivet</i>	<i>Montagu Love</i>
<i>Ethel Clayton</i>	<i>Kitty Gordon</i>
<i>Alice Brady</i>	<i>June Elvidge</i>
<i>Madge Evans</i>	<i>John Bowers</i>

### UNIVERSAL STARS:-

<i>Dorothy Phillips</i>	<i>Carmel Myers</i>
<i>Mae Murray</i>	<i>Monroe Salisbury</i>
<i>Ruth Clifford</i>	<i>Harry Carey</i>
<i>Mary MacLaren</i>	<i>Priscilla Dean</i>

### S STARS:-

<i>Grace Talmadge,</i>	<i>Clara Kimbal Young,</i>	<i>Dorothy Dalton,</i>
<i>Fredrick,</i>	<i>Marguerite Clark,</i>	<i>Douglas Fairbanks</i>

BY

## & Printing Company

TORONTO, CANADA

## Programme Covers at \$2.25 per 1,000

**Y**OU can print your weekly programme on this very attractive folder and sell the advertising space on the back cover to your local merchants.

A programme of this character individualizes your Theatre and gives your patrons a fine collection of **STARS** that they will not throw away. This makes it a **DOUBLE VALUE** piece of advertising as it will be taken into the homes and kept there.

We are now prepared to give you program covers embracing beautiful half-tone engravings of the various stars of practically all the companies operating in Canada. You will find the list of stars on the inside sheet of this folder.

The prices are as follows: **\$2.25** per thousand and in quantities of from one to five thousand; larger quantity prices will be **\$2.00** per thousand. This is positively bed-rock prices.

SOLD BY

The Dominion Embossing & Printing  
Company

326-328 Spadina Ave., Toronto, Canada



**They send 'em away with a smile!**

That's what you want your patrons  
to do—go away from your house  
in a happy frame of mind.

**WAR-TIME IS COMEDY FILM TIME!**

**WILLIAM FOX Presents**  
**The Laughs that Echo Loudest in the Box-Office**  
**Henry Lehrman's**

# **Sunshine Comedies**

also

**Those Howling Gales of Mirth**  
**Bud Fisher's**

# **Mutt and Jeff**

**(Animated Cartoons)**

---

Good film comedy was never  
at a higher premium than  
now.

The people are demanding  
good comedy.

Give your patrons what they  
want.

**BOOK THESE  
SCREEN RIOTS  
NOW**

# **FOX**

**Film Corporation  
Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# "Say Young Fellow!"

---and Old Fellow; Fat  
Fellow and Thin Fel-  
low; Short Fellow and  
Tall Fellow---And all  
You' Fellow Exhibitors!

- ¶ It costs us exactly \$1.04 to mail The Digest to you each week, for one year. To facilitate matters here we have made a flat rate of \$1.00 for a year's subscription.
- ¶ Even at this extremely low price, many whose names are on our mailing list, have not sent in their One Dollar William.
- ¶ We are, therefore, making a direct appeal to all you Canadian film fellows who have told us how much they like to read The Digest each week, but who have overlooked sending in their Dollar.

CUT THIS COUPON OUT AND MAIL  
IT TODAY

*Enclosed please find \$1.00 for  
one year's subscription to the*

**Canadian  
Moving Picture Digest**

Name .....

Theatre .....

Town .....

Province .....

- ¶ To those who have already sent in the "freight charges" of \$1.00 we thank you!
- ¶ To those who are receiving the Digest weekly, and who have overlooked sending in their One Dollar William,---we say,--- Obey that Impulse and Do It Now.





## THANK YOU, MR. O'NEILL!

St. George, N.B.

The Canadian Moving Picture Digest  
326 Spadina Avenue,  
Toronto, Ont.

Gentlemen:-

Enclosed find One Dollar. I should have sent it long ago. I look forward to The Digest every week. Missed the issue before last. Please send it along. You are doing every Exhibitor in Canada a world of good and hope you keep going. Good Luck to you.

Yours very truly,  
E. J. O'NEILL,  
Broadway Theatre.

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# What The Canadian Universal Film Co., Limited

## Offer YOU for Season 1918-1919

---

All New Releases—No Re-Issues

---

12 Jewell Productions--Coming--“For Husbands Only”  
“The Yellow Dog”

26 Special Star Series with Mary MacLaren, Mae  
Murray, Harry Carey and Dorothy Phillips

52 Bluebird Photoplays

12 Alice Howell Comedies

52 Lyons and Moran Star Comedies

52 L-Ko Comedies---Two-reel Productions

52 Nestor Comedies---One-reel Productions

52 Western and Railroad Dramas---TWO and THREE-REEL  
PRODUCTIONS

5 Serials---Latest Release “The Brass Bullet”

156 Screen Magazines, Current Events and Animated Weeklies  
(One Release Each Week)

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

# WHEREVER YOU GO—

You find the best theatres showing

## PARAMOUNT and ARTCRAFT PICTURES

(Nationally Advertised)

---

**I**N Montreal, Toronto or Winnipeg where the through trains start and in Jonesville where they don't even slow down, the same pictures are arousing the same sort of enthusiasm.

The price schedule makes them money-makers everywhere.

---



CANADIAN DISTRIBUTORS

**Famous Players Film Service Limited**

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER



Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# OAKDALE PRODUCTIONS

Starring

## GLORIA JOY

A Series of Six Five-Reel Productions with the Pulse of Youth



GLORIA JOY  
OAKDALE  
PRODUCTIONS

Sunshine Dramas of rare power and appeal presenting a child star of the first magnitude. One every two weeks.

"The Locked Heart"

"Miss Mischief Maker"

"No Children Wanted"

"Little Miss Grown Up"

"The Midnight Burglar"

"Wanted A Brother"

# GENERAL FILM COMPANY (Canada) Limited

MONTREAL  
6 McGill College Ave.

TORONTO  
172 King St. West

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



Samuel H. London's Tense Problem Drama  
of the Period

# "HER MOMENT"

WITH

**ANNA LUTHER**

---

The most unusual problem play ever filmed and one of the greatest and most artistic box-office attractions ever offered the Canadian exhibitor. Now playing to crowded houses in all sections of the United States.

---



A powerful and intensely sympathetic story of a young girl's struggles for the pure love that is the ambition of all women. Seven reels of dynamic action and suspenseful situations that will appeal to all classes.

**GET IT NOW**

**GENERAL FILM COMPANY** (Canada) **Limited**

**MONTREAL**  
6 McGill College Ave.

**TORONTO**  
172 King St. West

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 6

SATURDAY, AUGUST 10th 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bligny Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
**Will McLaughlin**  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
**Alice Fairweather,** St John Standard

**HALIFAX, N.S.**  
**T. S. Daley,** Casino Theatre

**VANCOUVER, B.C.**  
**J. M. Maxwell,** Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## It's a State of Mind

**R**ECENTLY a prominent United States film executive declared that the summer "dog days" are as full of profit possibilities as those of the cooler seasons. An exhibitor took issue with this statement. He wrote thusly to the film executive—"You're all wrong. Neither you or any other man can convince me that I can make money during the summer. I'd be tickled to death to keep my doors open because of the help that it would enable me to give my government in spreading propoganda, but since I can't afford to lose money, I've got to shut up shop during the eight weeks in July and August."

The answer sent by the head of the film company to this exhibitor is worthy of thought by other exhibitors. The film executive said: "Some one said of a certain New York newspaper that it wasn't a newspaper at all; it was a state of mind. Well, that's just what the summer so-called dull season is—a state of mind."

"There are, however, a number of exhibitors who have a deep-rooted idea that business in the summer drops off, because it always has dropped off. If you are one of these exhibitors it probably always will drop off. That's your state of mind."

"You may just be waiting for a few continued days of hot weather to give you an excuse to close on the plea that you can't control the weather. If you just stop a moment, and ask yourself if it isn't your state of mind that is eating you"

This film man advises the exhibitors to get into the proper state of mind, and declares that if this is done, there won't be any dull seasons for the exhibitor. He closes by asking the exhibitor to at least try it and see for himself.

It is undeniable that the state of mind of an individual spells his success or failure to a marked degree. This "state of mind" dope from the film executive, as applied to the exhibitor end of the film business is nothing more or less than a fundamental law of nature—"As a man thinketh—." This topic, if carried along, would open up a big subject—the study of psychology. Summed up—it's just a question of applying the right brand of psychology to your business. It's worth a trial.

### THE TRUTH ABOUT THE PICTURES.

**H**AVE you noticed the department in the Digest—"Canadian Exhibitors' Film Verdicts?" We are trying to make this department serve the needs of the Canadian exhibitors, and earnestly ask your co-operation. We want to know the truth about the pictures you show at your theatre. In this issue you will find a blank report. Fill it out and mail it to the Digest. You will be helping yourself as well as your brother exhibitors.

# TORONTO AND ONTARIO TOPICS

## MOTORED TO NEW YORK.

Mr. W. M. Gladish, Canadian film and theatrical correspondent for several American trade papers, accompanied by Mr. F. A. O. Johnston, a Toronto printer, was in New York a few weeks ago. They motored to New York and burnt up the road all the way.

## TWO SIDES TO THE QUESTION

"I see that an exhibitor is taking a crack at the exchanges for alleged bad physical condition of film," said an exchange manager to the Digest. "Doubtless in many cases the exchange is to blame, but not always—nay, nay, not always. The exhibitors, themselves, or at least some so-called operators are to blame themselves for a great deal of the trouble. Recently we booked an exhibitor a brand-new film. When it was returned to this office, there was a nasty scratch through the entire five reels, showing that something was defective in the projection machine which caused the film to be scratched from start to finish. So you can readily realize that there are two sides to the question.

## DEVANEY IS FOX TORONTO MANAGER.

Leo M. Devaney, who recently joined the Fox organization at the Toronto office, has been appointed as branch manager to succeed Ben Rogers, who was transferred to Washington, D. C. a few weeks ago. Mr. Devaney has taken over the duties as branch manager, and seems to be making good on the job. He is a former newspaper man and was identified with the two Shea houses in Toronto as publicity man for them. His film experience will stand him in good stead.

## KAUFFMAN IN THE NORTH COUNTRY.

Mr. Maurice Kauffman, one of the hustlers connected with the sales organization of the Famous Players Film Service, Limited, in the Toronto office, was in the north country recently, and returned laden down with some fine contracts for Famous Players' service. Mr. Kauffman says that conditions in the north country in the exhibitors' end of the film business, has been fairly good.

## PRICE GOES TO WINNIPEG.

Mr. Harry Price is leaving Toronto August 15th, for Winnipeg, to represent the Regal Films, Limited. Mr. Price is well-known to Toronto and Ontario exhibitors through his connection with Metro and Regal. He was formerly throughout the Canadian west, selling film, and has many western Canada friends who will be glad to welcome him back to the western country.

## MUSIC IS A BIG FEATURE.

Mr. John Weber and Miss Evelyn Sorrell, of New York, last week completed a three weeks' engagement at the Oakwood theatre in Toronto. These vocalists made a decided hit with the patrons of the Oakwood, and Manager Crang was complimented by his patrons on his enterprise in giving them such a high-class addition to the usual program. This week the Oakwood management decided to continue the policy of giving the Oakwood people good pictures plus good music, and has engaged Mr. Caldwell, a prominent Toronto baritone for the week. His vocal offerings were received with enthusiasm by the big audiences all week. A word should be said about the Oakwood orchestra. Although the orchestra is small in number, every member is a thorough musician, and the Oakwood music ranks with the music to be heard in any moving picture house in Toronto. The orchestra plays an exceptionally high grade of music, and "plays the picture" with marked intelligence and feeling.

## CONTEST GOES BIG.

The Oakwood Theatre Photoplay Contest, which was inaugurated some weeks ago, draws to a successful conclusion on Saturday night. Commencing Monday, August 12th, work on the photoplay will be commenced, and the successful candidates will be used in the cast of characters. The contest has been the means whereby the attendance at the theatre during the hot spell was kept up to the usual box-office standard. The judges in the contest will be Controller McGuire, Ex-Ald. Archibald and Mr. McNichol, manager of the Dominion Radiator Co. After the production is completed it will be shown at the Oakwood for a period of two weeks. The entire contest is under the supervision of the Adanac Film Co., Limited, which boasts of a splendid organizational work for this class of box-office promotional work.

\*\*\*\*\*  
\* Film Offerings in Toronto \*  
\* This Week \*  
\*\*\*\*\*

### ALLEN.

"Hearts of the World," the great D. W. Griffith production.

### REGENT.

"Hearts Afire," with Clara Kimball Young.

### OAKWOOD.

"The Service Star," with Madge Kennedy.

"The Sign Invisible," with Big Mitch. Lewis.

### HIPPODROME.

"Cleopatra," with Theda Bara.

## JOINS UNIVERSAL SALES FORCE.

Mr. J. A. Kirkpatrick has joined the Toronto office sales force of the Canadian Universal Film Co., Limited, and will cover the northern territory for this company. Mr. Kirkpatrick, who is a newcomer in the film business, has every qualification for success.

## COLLETON IN OTTAWA.

Mr. John Colleton, Toronto branch manager of the Specialty Film Import, Limited was in Ottawa last week on business.

## SHOW FILM AT WHITBY.

A party from the Allen theatre, will motor to the Military Hospital at Whitby on Sunday, Aug. 11th to entertain the returned men there, and to show them D. W. Griffith's latest triumph, "Hearts of the World."

This is in line with the policy of Messrs. Jule and J. J. Allen of the Allen Theatre, in showing this picture to as many veterans in the convalescent hospitals as is possible. The hospital at Whitby is equipped with an up-to-date theatre, and it was decided to take the picture there, so that all of the boys would be assured of enjoying it.

Arrangements are now being made to take the forty musicians who are members of the Allen orchestra to the Whitby showing, so that the soldiers may see the picture with the orchestral accompaniment.

## HEAT HURTS BUSINESS SOMEWHAT.

"Hearts of the World" the latest Griffith picture is still playing to great business at the Allen theatre, Toronto. The first week's business was splendid, the house doing capacity business throughout the opening week. The second week was not so good on account of the heat wave that struck the city with great violence, driving the people to the beaches and out-door points for a breath of fresh air. However, in spite of the torrid weather, the business done this week was big, and if a cool period arrives next week, it is altogether likely that capacity business will again be the order of the day at the Allen.

## YES, IT IS WARM.

The hot spell, under which the citizens of Toronto have been sweltering for some little time past, hurt the box-offices of the various theatres to a more or less degree depending, of course, on the manner in which the individual exhibitor has combated the dull period. Some exhibitors have complained that business has taken a decided slump, while others state that business, although it could be better, is very fair considering the conditions.



# Canadian Exhibitors' Film Verdicts

## A Department to Help Our Own Exhibitors Get a True Angle on Current Releases

The Digest desires to make this department of real worth to every Canadian exhibitor. We want the criticisms contained in this department to be truthful statements of the box-office value of the pictures you run. If the criticism on the picture you desire to know something about is not in this department, we will try to secure the information for you if you will write and ask us for it. Exhibitors!—this is your department—make use of it!

### Fill Out The Reports Each Week

#### Help Us To Help You!

*If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.*

*Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.*

**Your box-office is the test of popularity. Fill in the blank NOW.**

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

### Exhibitors' Film Reports

**"THE ANTICS OF ANNE,"** with Ann Pennington; (Famous Players); five reels; humorous story with just enough drama, audience liked it, hot weather hurt attendance. A. Brndaenburger, Stratford, Ont.

**"THE PUBLIC BE DAMNED,"** with Charles Richman (Select); six reels; did fair business on a very hot night; this picture should go over big; acting was fine; L. Kennedy, Lyceum theatre, Wingham, Ont.

**"FOOLS FOR LUCK,"** with Taylor Holmes; (General); five reels; poor business with this, picture was too much of the same thing; mostly facial expressions. L. Kennedy, Lyceum theatre, Wingham, Ont.

**"BETRAYED,"** with Mirian Cooper; (Fox); five reels; business good on this attraction in spite of hot weather; picture was fine in story, acting and photography; also very nicely colored. L. Kennedy, Lyceum theatre, Wingham, Ont.

**"THE IRON RING,"** (World); five reels; film in fair condition; admission price 20c; fair business; picture just fair; story done too often. L. Kennedy, Lyceum theatre, Wingham, Ont.

**"THE MYSTERIOUS MISS TERRY,"** with Billie Burk; (Famous); five 10c, and 15c; good drawing card; neither very mysterious nor extremely funny, but it pleased. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"THE SILENT SACRIFICE,"** Alice Brady; (Select); five reels; film in good condition; admission price 25c; fine picture; did great business; star draws well. L. Kennedy, Lyceum theatre, Wingham, Ontario.

**"THE BELOVED TRAITOR,"** with Mae Marsh; (Regal); six reels; business fair; picture moderately pleasing; but like most Goldmyns longer than necessary. J. S. Smart, Royal Opera House, Port Hope, Ontario.

**"THE GIRL WITH THE CHAMPAGNE EYES,"** Jewel Carmen; (Fox); five reels; good picture; good story and splendid star; film in good condition. (Theatre name omitted through inadvertency.)

**"THE KAISER THE BEAST OF BERLIN,"** seven reels; splendid drawing card; easily advertised; you can make good with this one. (Theatre name omitted through inadvertency.)

# Lennon Leaves Universal; Stevens Quits Superfeatures

**Both Film Men Become Affiliated With National Film Incorporation Ltd., a New Canadian Distributing Company**

The latest bit of trade news, that will interest readers of the Digest this week is the announcement that Charles L. Stevens, who for some time past has been general manager of Superfeatures, Limited, has withdrawn from the company. Mr. F. R. "Bud" Lennon, known through film circles in this country through his many years' connection as assistant general manager for Universal in Canada, has also resigned his position.

Both these men are now with an organization, just launched, to be known as the National Film Incorporation, Limited, with head offices in Toronto. Offices will be opened at once in the principal Canadian cities.

Mr. Stevens has been made general manager of the new organization, and Mr. Lennon will act in the capacity of assistant general manager. It is understood that Mr. Arthur Cohen, of the Globe Securities, Limited, and also a Toronto film man who is heavily interested in various film ventures, will act as the president of the National Film Incorporation, Limited. Mr. Cohen has the reputation of being a keen and aggressive business man, and is at present the leading spirit in three Toronto theatre propositions, the Globe theatre, Queen street west, the Rialto theatre,

Yonge and Shuter streets, and the U. Cum theatre, College street. All three houses are highly successful.

The news that "Bud" Lennon and "Charlie" Stevens had resigned their respective positions was received with some surprise by many, but it was known by a few that some such deal, as has now been culminated, was being launched. "Bud" Lennon has been with Universal for over ten years. He together with Clare Hague, released the first Universal picture for the Allens at 32 Queen street east, Toronto.

Mr. Lennon has had a splendid film experience which should stand him in good stead in his new venture. He is one of the pioneer film men of the Dominion. Mr. Stevens is also a young man who broke into the game at an early date, and knows intimately the trade situation in this country.

"I am leaving the Universal organization with the best wishes of my associates," said Mr. Lennon to the Digest. "I have worked for a salary a good many years, and naturally felt that I would like to be interested in a business of my own. Hence, when this opportunity presented itself, I availed myself of it."

The National Film Incorporation, Limited, will make a specialty of distributing big specials in Canada. By September 1st offices will be opened in Montreal, St. John, Winnipeg. An exceptionally strong sales organization will be formed, at once, and a special announcement of the plans and selling policies of the new company will be announced in a coming issue of the Digest.

## Spoor Answers

**Chas. Chaplin**

**"Triple Trouble" Picture Causes Controversy in Film Circles**

George K. Spoor, president of the Essanay Film Manufacturing Company, made the following statement in regard to the Charlie Chaplin picture called "Triple Trouble."

"For the protection of exhibitors planning to run 'Triple Trouble,' the new Charlie Chaplin film, and who may have read a statement that Charlie Chaplin never made a picture entitled 'Triple Trouble' I wish to state that the film is new in its entirety, just as advertised, and is not a rehash, nor a re-issue under a new title. There need be no doubt whatever on this matter.

"It is true that Charlie Chaplin did not make a film for us labeled with the title 'Triple Trouble,' but we did make this film with Charlie Chaplin and no part of it has ever been shown on the screen before. The facts are that at the time of making the picture it went under the working title of 'Life.' Essanay is in the habit of reviewing its titles just as well as its pictures, be-

fore releasing them. Frequently a title is changed when we believe we have a stronger one, as well as are scenes in the picture itself.

"This was the case in 'Triple Trouble,' Essanay considering it a better and more suitable title for the picture than 'Life,' which in fact was merely a tentative title. No change was made after release.

"Essanay has many Chaplin films and it has never attempted to change any title after releasing the picture under another name. It has reissued Chaplin pictures, and has always stated that they were reissues, and all these reissues were released under the same title as originally. It has also put out two Chaplin reviews, which it plainly stated in its advertising were made up of other Chaplin films.

Ice is going to be high this summer! Don't put your ideas in cold storage.

## A Live Wire

**Herb Jennings Making Success at Flower Theatre Ottawa**

One of the livest managers of a moving picture house in this country is Herb Jennings, who is at present at the helm of the Flower theatre, Ottawa. This house was lately acquired by the Paramount Theatres Co., Ltd., and Mr. Jennings is securing the co-operation in this enterprise, of a splendid organization, who are on a strong footing financially, and understand the film business thoroughly because of long association in it.

Mr. Jennings, himself, has had a long and varied experience in the amusement field, and he is putting into effect some mighty clever showmanship ideas that are being felt materially in the Flower theatre box-office.

A number of years ago the writer met Herb Jennings in Detroit and Windsor. At that time the writer was engaged in newspaper work, and Herb was a very busy little individual in connection with the first Aviation Meet ever held in Detroit. At that time an aeroplane was a great curiosity and a wonderful drawing card as an attraction. Herb's duties were to get publicity from the newspapers—and he sure got it!

Among the events in Herbie's life are the following, which demonstrate that he is always on his toes. He was the first to make a recruiting picture out of an ordinary film. He changed the name and called it "The Ordeal," and the picture is said to have secured 197 recruits in three days.

He also was the first exhibitor to run a man on the streets to advertise a film. He took this means of advertising Charles Chaplin. He afterwards rented the same man to 22 different theatres, and he was also on the Midway at the Toronto exposition.

Jennings also was the first to run a series of the same star for a week, viz., six Chaplins in one week, which were old Keystones. He has also been the leader in many stunts such as using a show window for advertising purposes, using the stage suitably decorated to advertise a coming attraction. This idea has been adopted by many theatres in the United States. He also successfully conducted one of the very first so-called Popularity Contests, which was called the Pickford Popularity Contest.

Jennings is bubbling over with good ideas that he knows how to put in action to augment the box-office sales. He is well liked among his many friends in the film business, and since he has been in Ottawa has made many warm personal friends. Jennings has the knack of selling his show to his patrons, week in and week out, with the result that the Flower theatre is doing a consistent business.

**WANTED—A bright young lady to act as secretary to a film executive. In order to make a success of this job she must have had former film experience, and be able to take dictation. To the right party there is a good salary, an opportunity to learn advertising, and a splendid chance for rapid advancement. Apply to Mr. Hague, general manager, Canadian Universal Film Co., Limited, 106 Richmond street west, Toronto, Ontario.**

# MONTREAL AND QUEBEC NOTES

Montreal—It is pretty hard to say how far a clever advertisement will carry and what valuable results to a theatre it will bring in the course of its wanderings. Strange are the uses of advertisement and many and varied are its services to the man who knows how to draw it so that it gets the greatest number in the most effective way. This by way of overture to the strange case of George Rotsky of the New Grand Theatre who has got some further and inexpensive advertising out of a simple but smart bit of work put over by him last June.

George inserted an ad in the Montreal Press at the beginning of June under the caption 'Wanted: A Mother.' It was in connection with the showing of a photoplay under the title in which Madge Evans was featured. Reference was made to it, it will be remembered in these columns, at the time and to the fact that the clever wording of the ad got people here talking and had had the natural result of filling his theatre. Now, it has gone a step farther.

It appears that a copy of a Montreal newspaper with the ad in question was blowing about the trenches in Flanders and fell in the hands of some Belgian soldiers. They were completely deceived by the ad and wrote to Mr. Rotsky a letter in French asking him to put them in correspondence with a "Godmother." This letter was received by Mr. Rotsky last week and was shown to an enterprising newspaper editor who immediately jumped at the chance of giving his paper a boost. Incidentally also he gave the theatre and its manager one too. The whole story was accordingly printed last Saturday in a double column box on the moving picture page of the Standard, Montreal, with a lead setting forth the facts. This has naturally aroused a good deal of comment from which the New Grand derived a considerable advertising benefit.

The letter was as follows:  
"To the manager, New Grand Theatre,  
Montreal.

"Dear Sir,—By means of your newspaper advertisement in the Montreal Standard captioned: 'Wanted: A Mother' we learned your address and desiring a "Godmother" we thought of writing to you. You will pardon our unceremoniousness, but as we know of no committee that takes care of this kind of work, we have taken the respectful liberty of asking your help.

We are three Belgian soldiers who have been on the front since the commencement of the war and not one of us yet has a Godmother.

"We are asking you accordingly dear sir, if you do not know of someone among your acquaintances, who would be willing, by writing an occasional letter, to brighten the dark hours that we have been living for so long a time now.

"In the hope, sir, that you will pardon our unceremoniousness, I conclude by sending you our respectful greetings.

(Signed)

"GASTON LABILLE

"GEORGES BORIES

"FORTUNE MERCIER

"Belgian soldiers, 133rd Regiment, 8th Company, Machine Gun Section, Belgian Army in the Field.

"The Scorching Flame" which was given its opening performance at the Francais theatre here last week will be continued for two more weeks, having created a very favorable impression. As stated last week, it is Montreal-made, photographed, filmed and directed, and is in aid of the Montreal Firemen's Benefit Association. All the scenes were readily recognized by the the Francais every afternoon and night and many of the firemen who figured in the screening were also spotted by their numerous friends in the theatre. Judging by the success of this photoplay there should be a field in Canada for home-made productions featuring well-known scenes and hometown characters. Here is a tip for the Canadian exhibitor, if he can get a live firm like the Specialty Import Film who got up this photoplay in such great style, to do the like for him in his own town.

Montreal—This city has placed itself on the map by its unique bachelor's tax which falls upon the just and the unjust alike, like the goodly rain the prairies are so glad of. Last Saturday the tax went into effect and at

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

LOEW'S.

"Shark Monroe," with William S. Hart.

IMPERIAL.

"Sandy," with Jack Pickford and Louise Huff.

"We Can't Have Everything," Cecil B. De Mille production.

NEW GRAND.

"The First Law," with Mrs. Vernon Castle.

"Pay Day," Mr. and Mrs. Sydney Drew comedy.

"Ambition," with Bertha Kalich.

"Back to the Woods," with Mabel Normand.

HOLMAN.

"The Dream Lady," with Carmel Meyers.

TIVOLI.

"Her One Mistake," with Gladys Brockwell.

"Her Body in Bond," with Mae Marsh.

\$10 a throw with 30,000 bachelors in the city, 6,000 of whom have registered to date, represents a tidy sum — when the city gets it. In spite of all kinds of terrific penalties up to and including two months imprisonment, the bachelors are beginning to kick and are talking of taking legal action. Life is too short and too busy for that, though, with a couple of bachelor moving picture exhibitors who for their sins are compelled to live in this city. Archie Laurie, of the Midway, and George Rotsky, of the New Grand, who both of them declare that it is well worth \$10 to a bachelor in these hard times.

The Rialto opened another page in its chequered career to-day when it shut down until September. It will open again that month with Jewish stock. Prior to this closing it was giving pictures and Turkey burlesque.

Miss R. E. Rigler, office manager of the Famous Players' local office, is back from her vacation at Orchard Beach, where she says she saw nothing of the German U-boats that are supposed to be operating in that vicinity. Anyway, Miss Rigler says that neither the thought nor the fact of them interfered with her sea-bathing worth mentioning.

Tommy Conway, erstwhile manager of the Gayety burlesque house and one of the most popular men in Montreal, is in the picture game with both feet these days. He has taken office space with J. T. Malone and has booked two pictures, one of which "America via Berlin" is sure to make another hit, like the one with "Enlighten Thy Daughter." Tommy deserves all the luck he seems to be getting.

"The Call of Freedom," the draft picture screened and directed by Specialty Film Import has been accepted by the Director of Public Information at Ottawa, and will shortly be released all over the Dominion. This is another of those home-made Canadian pictures that is giving the Specialty Film Import an enviable name among Canadian exchanges.

(Continued on Page 18 Column Three)

## ARCHIE LAURIE

Manager and Publicity Manager  
Midway Theatre, Montreal

## AT LIBERTY

AFTER AUGUST 17th.

Write c/o Room 2, Imperial Theatre.  
Building, Montreal



# **Goldwyn Pictures**

**Ready for Release in  
September**

---

# **Select Pictures**

**Now Being Released  
Regularly**

**Exhibitors who  
know star values  
will find that Gold-  
wyn and Select of-  
fer names that spell  
profit for their  
houses—names that  
attract the crowds!**

**That is why you  
should book Gold-  
wyn and Select Pic-  
tures.**

**MONARCH FILM COMPANY Limited**

**21 Dundas St. East  
TORONTO**

**198 St. Catherine St. West  
MONTREAL**

**Be Ready to Sign**

**for New Pathe Serial**

# **“Hands Up”**

**To Be Released Soon—**

Remember what you made with  
**Ruth Roland** in “The Neglected Wife”  
“Red Circle” and  
“Who Pays”

**You will do even better with this new one---  
as it is the best yet**

**ARRANGE WITH BRANCH OFFICE FOR DATES**

---

**HAVE YOU SEEN ANY**

## **Harold Lloyd Comedies?**

**If not, see one and convince yourself that these comedies  
are the best on the market**

---

**SPECIALTY FILM IMPORT Limited**

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

# Have You Read Our Last Week's Ad?

You must be convinced that we have the best aggregation  
of STARS for the coming year

Just think what you will do with such stars as

FANNIE WARD  
FRANK KEENAN  
MARY MILES MINTER  
WILLIAM RUSSELL  
MRS. VERNON CASTLE  
MARGARITA FISHER  
BESSIE LOVE  
MARIE OSBORNE  
BRYANT WASHBURN

and others

We have for you one BIG SPECIAL a month.  
You will make money by booking them at once.  
Don't let your opposition beat you---Act Now.

---

**Branches:**

ST. JOHN  
TORONTO

CALGARY  
MONTREAL

VANCOUVER  
WINNIPEG



SCREEN CLASSICS INC. in Association With  
REGAL FILMS LIMITED

PRESENT

# To Hell With The Kaiser



"TO HELL WITH THE KAISER"

The Sensation Picture of the  
Year.

Now playing in most every  
big City of the United  
States to long runs with  
capacity business.

NOW BOOKING---

REGAL FILMS LIMITED

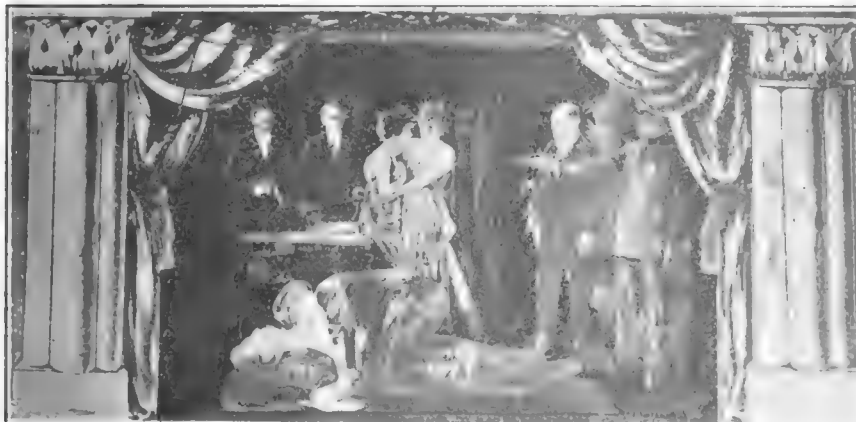
TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

# LOBBY DISPLAY DEPARTMENT

Conducted by  
**ARCHIE LAURIE**



LOBBY DISPLAY FOR "THE HOUSE OF GOLD"

This little stage setting, the front piece, is made of cotton and wood, the two draperies which hide the opening are made of card board to get the drape effect, as cotton would not be solid enough, the wind would easily move it in all directions. The floor is made to slope up to the back about one foot, if the floor was straight or flat the back cutouts would not be noticeable as it is now. The cutouts are all taken from the picture, "The House of Gold" and finished up and added to where necessary. There are three cutouts only, one the policeman leaning over the body to see if the person lives, the second the policeman holding out the dagger and the gentleman beside him, these two figures are made on the same cutout as the wing or pillar on the side, the third is where the two women are standing with the two butlers, the table, etc., on the left side of the stage there is another wing hardly noticeable, the background is painted in dark colors representing doors and windows, there are two borders at the top, to hide the rough finishing touches from the passerby. The floor is painted red, the whole display is painted in dark colors, so as not to spoil the effect of the central display.

## REGISTRATION COUPON

Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?

Town .....

Population .....

Name of Theatre .....

Name of Manager .....

Seating Capacity .....

Has any Theatre in your town closed recently? .....

Permanently or Temporarily? .....

How Many Changes of Program each week? .....

How Many Reels do you use to a performance? .....

How Many Employed in your Theatre? .....

Male..... Female.....

One or two machines? .....

One or two operators? .....

Any assistant operators? .....

How Many Houses in your town? .....

Your Own Prices .....

Signature .....

## NEW MOOSE JAW THEATRE.

W. B. Sherman, of Moose Jaw, has secured the sanction of the civic authorities to convert into a moving picture theatre the three one-storey stores on the north side of Eleventh avenue opposite the Canada Life Assurance building. The building runs back a depth of 60 feet, and the plans call for the construction of an additional 20 feet, making the new Moose Jaw picture house 80 feet deep, with seating accommodations for about 600. The plans also call for a handsome front, and up-to-the-minute fixtures are to be installed. A large fan will be placed on the roof which will insure a good ventilating system.

In "String Beans" a low down person undertakes to swindle the come-ons of a rural community with a cannery scheme, but Charles Ray, the young Paramount star, comes along just in time to frustrate the swindle and work the entire discomfiture of the low down person. All indications point to a most delightful comedy when the "String Beans" are done.

Stuart Paton, who is directing one of the Diando western companies had a birthday last week. W. A. S. Douglas and Leon T. Osborne presented him with a platinum chain while the members of the company gave him a gold watch. A party was given at the home of Howard Crampton in the evening where many of the film celebrities of Los Angeles were present.

Faith is the greatest of business assets.

# STORIES OF THE PLAYS AND PLAYERS

## GENERAL FILM ON BROADWAY.

### More of Its Features in Position of Honor at First Run Houses.

The week of August 4th was General Film week in so far as Broadway first-run houses were concerned, reports Manager J. A. Hammell, of the New York exchange. At the Rivoli three General Film short length classics composed the major portion of the program while at Loew's New York "Her Moment," with Anna Luther, was the feature subject on the Wednesday pro-gram. This was the third successive week in which General Film offerings have been represented on Broadway, "The Enchanted Profile," an O. Henry story, having been screened at the Rivoli during the week of July 28, while the week previous saw another O. Henry story, "Mammon and the Archer" at the same theatre.

The notable program created by Manager Rothapfel of the Rivoli for the first week in August contained an O. Henry story, "Springtime a la Carte," and a Wolfville tale, "Winning of the Mocking Bird," two-reel productions, as well as the exclusive American Red Cross film showing the Fourth of July celebration in Paris. This latter subject proved to be one of the most timely war features of the

day, representing the first view Americans have been able to obtain of their veteran fighters abroad. This was the first time a one-reel picture was featured with such prominence at the Rivoli.

"Springtime a la Carte," featuring Edward Earle and Agnes Ayres, was the fourth of the recent O. Henry pictures shown in the two Rothapfel theatres during the last few weeks.

Leon T. Osborne, vice-president and treasurer of the Diando Film Corporation is enjoying a well earned vacation. Eighteen months ago he, in company with W. A. S. Douglas organized this company to star his famous daughter Baby Marie Osborne, in five-reel feature pictures.

It was the first time that a child as young as Baby Marie had been the head of her own producing company. It required hard and conscientious work on the part of both Osborne and Douglas. They did this with the result that at the present time Diando has two comedy and two western companies producing as well as the 'Baby' company.

During this eighteen months activity Mr. Osborne has been constantly at the studios in Glendale. Many days he averaged as high as eighteen and twenty-four hours, with the result that

his physician ordered him away for a month.

He is enjoying his rest at Coronado Beach.

With a new office and dressing room built, containing a shower bath and elaborate furnishing, Roscoe "Fatty" Arbuckle, started his first comedy on the Diando lot last week. The big western and Mexican streets on the Diando lot have been remodeled and will be used for a number of the exterior scenes in the picture.

On a recent trip to Catalina Island, William Bertram, who handles the megaphone on the Baby Osborne company, landed a 71½ pound tuna. This is no fish story as "Bert" divided up with the studio boys.

"Sunshine Sammy" having completed his first comedy as the featured star for Diando, has started work on the second. It is to be called "Black Cupid." Walter MacNamara is responsible for same.

Frank J. Beresford, production manager for Diando is preparing the next Baby Osborne picture. The title will be "The Old Maid's Baby" and William Bertram will direct as usual. A newcomer to the company will be Bert Ensminger, who was associated with Baby Marie in many of her first releases.

The Gale Henry Company, under the direction of Bruno Becker, have finished their first comedy on the Diando lot. They are preparing their second story this week.

Fatty Arbuckle has taken quite a liking to "Sunshine Sammy" the little colored Diando comedian, who has been supporting Baby Marie Osborne in all of her recent pictures. He is trying to persuade the Diando management to let him use him in his new pictures.

The "Death Trail" the second of the western features being produced by Stuart Paton for Diando has been completed. Betty Compson and George Larkin are featured.

## "THE KNOCKOUT" DOLL COMEDY.

**Emerald Manikin Subject Burlesques a Slapstick Star.**

"The Knockout," another of the Cinema Doll Comedies presented by animated manikins is now released by General Film. This Emerald comedy is said to be a clever burlesque on a popular slapstick star. Some novel refreshing comedy effects have been obtained with the use of the doll players, whose clever manipulation makes for excruciating comedy. The production contains a real story which adds to the entertainment.



Mme. Petrova in "Tempered Steel"

TO BE RELEASED BY REGAL FILMS LIMITED



# ADVANCE NOTICES FROM THE EXCHANGES

## SYNOPSIS OF "HEARTS OF THE WORLD."

Two American painters make their home in France. Marie, the daughter of one painter, and Douglas Hamilton, the oldest son of the other, live next door to each other. A natural event is the love between the two.

The little Disturber, a strolling singer, falls in love with young Douglas also. However, this affair does not develop to any disastrous conclusion.

Marie and her lover are in the midst of great preparations for their coming wedding when the Great War begins. Though an American citizen, he gives his life to the service of France.

Marie and her family, left at home in the village, refuses to believe the possibility of danger.

The little French company, a part of the great army of France, however, are beaten back by the great German offensive.

Then follows the overwhelming of the French, the bombardment and destruction of the village. The scenes of the evacuation and of the distress and terror of the villagers under the bombardment.

The latter part of the story takes up the village under German occupation.

In this village Marie and the Little Disturber manage to drag out an existence at the village inn, now in possession of the Huns.

The story relates the suffering, privations and agony of the villagers in their captivity, relating also the preparations for the rescue of the village by the French, the massing of their troops, the intense struggle of the French soldiers to recapture the village and free their loved ones; and the prayers and hopes of the women and children of the village awaiting their deliverance ascend from a cellar and crypt in the stricken district.

The first part of the play is the story of the village in the time of peace, an attempt in a small way to suggest the beauty of France, the music of her moonlight, the perfume of her blossoms, the charm of her walls and her streets, her streams and pathways—ways that the legions of Caesar found beautiful centuries ago.

An attempt to suggest the gold of her love, her small troubles, her light laughter, her great hopes.

The heroes and heroines are humanity, the villain, militarism.

The poor little heroes and heroines we know have a heavy burden, trying to give even the faintest suggestion of that heavy load carried by humanity in stricken France and Belgium. So try and bear with them indulgently, for the story they tell is the story of truth.

### ACT I.

(1) The first part is given up to the village in time of peace.

(2) The latter part is the struggle with the Germans for its possession.

### ACT II.

(1) The village under German occupation.

(2) The Allied Forces attempt to drive out the invader.

## "TO HELL WITH THE KAISER."

Presented by Screen Classics, Incorporated. Distributed by Metro Pictures Corporation. Scenario by June Mathis. Photography by George Hollister. Produced under the personal supervision of Maxwell Karger.



"TO HELL WITH THE KAISER"

### SEVEN ACTS. Cast.

Kaiser	Robert Graubel.....	Laurence Grant
Alice Monroe.....	Olive Tell	
Ruth Monroe.....	Betty Howe	
Winslow Dodge.....	John Sunderland	
Professor Monroe.....	Frank Currier	
Satan.....	Walter P. Lewis	
Crown Prince.....	Earl Schenck	
Empress.....	Mabel Wright	
General Pershing.....	Frank Farrington	
Von Hindenburg.....	Emil Hoch	
Von Tirpitz.....	George Trimble	
Von Hollweg.....	Carl Dane	
Von Mackensen.....	P. Roybo	
Count Zeppelin.....	Charles Hartley	
Councillor.....	W. J. Gross	
Mother Superior.....	Maud Hill	
Wounded Girl.....	May McAvoy	

And Two Thousand Others.

### Catch Phrases for "To Hell With the Kaiser."

The hideousness of Prussianism laid bare.

When fate deals with the Berlin beast.

Decency's challenge to the Hohenzollerns.

An overwhelming arraignment.

A majestic marshalling of Patriotism.

Romance and daring—on the side of right.

History, romance—and hope.

Peace gained by victory.

Most startling picture of the century.

An astonishing prophesy.

### TWO REEL COMEDIES.

Vitagraph announces that beginning September 16, it will release in the place of its one-reel Big V Comedies, two-reel feature comedies of the same name. These are to be produced by two companies, one headed by Larry Semon, the other by Montgomery and Rock. They will alternate on the program. The announcement adds that Vitagraph intends making a big feature of these comedies and has turned over a large part of the western studio to them. The change is prompted by the alteration the war has caused in the taste of the public.

### SHORT SYNOPSIS OF "THE BELOVED BLACKMAILER."

Carlyle Blackwell and Evelyn Greeley are the stars in the new World Picture, "The Beloved Blackmailer." Hundreds of feet of film smiles reign throughout the film as it depicts the antics of the self-believing invalid Bobby Briggs, who is endeavoring to become strong in a training camp.

Over-petted, over-fed, and a hypochondriac, Bobby is aroused by Corinne Norris, the girl he loves. She tells him that he is a big mollycoddle and that the man she marries must be a real man—not an imitation. Bobby's ire is wrought up and he determines to do rash things. He arranges with Spike Brogan, an athletic trainer, to kidnap him to his health camp, while Corinne, unknowingly, does the same thing. Bobby's father threatens to ruin Corinne's father and she is resolved to prevent this.

She directs various blackmailing letters to her father and Briggs, senior, directing them to buy more stock all the time, in order to save the life of Briggs, whom his father presumes to be kidnapped. Bobby discovers that he is a real man, just as other men, and he starts to clean up the camp. In due time he becomes the strong man of the little health farm, and accidentally meets Corinne near the camp, but not before throwing a man out of the window.

The story is from the pen of Harry O. Hoyt, and is directed by Dell Henderson. Prominent in the cast are Jack Drumier, Rex MacDougal, Isabelle Berwin, W. T. Carleton, and Charles Dungan.

The chief trade-mark to put on your theatre is that of satisfaction to your patrons.

## THE MOST POPULAR TYPE OF STORY ACCEPTABLE FOR MOVING PICTURES

The Successful Ones Tell Their Story Simply  
and Directly says Will M. Ritchey

(This is the third of a series of articles by Mr. Ritchey.)

No specific rules can be laid down regarding the construction of a photoplay, although certain limitations must be observed and a certain technique must be followed.

It is by watching the entertaining qualities of the film and by noting their box office values that we get a line on the best class of story to write in other words get an angle on the sort of photoplay which brings in the most money to the exhibitor, which also means the largest numbers of pleased patrons to the theatres.

I have made an earnest study and the deductions I have come to are that the stories which are told very simply and directly, and which bring out the characterizations and possess real human interest are the ones which are the most successful, and therefore the most desirable. A good example is the stories in which Charles Ray appears. They are full of heart interest and are generally very directly told, and as a rule they cover a comparatively short lapse of time. The characters of the actors and actresses are well brought out and the theatre-goer gets quite familiar with them and follows their happenings and adventures with added interest. It is in the simpler tales that Mary Pickford has always made the biggest successes and the same may be said of many of the stars.

I am convinced that Mary Miles Minter's popularity has been added to by the stories she has appeared in of late, and the same remark applies to Viola Dana and others.

Certain classes of stories have a fashion or vogue which fortunately passes and is forgotten. The vile sexual features with their so-called "lesson" have had their day; their vogue has passed. The "vampire" photoplay draws no more.

The war pictures are having their turn and many of them are doing great propaganda work; with the end of the war they will die out.

Costume plays had their brief turn and are no longer acceptable.

The fact remains, from the day of the old Biograph (blessed be its memory), to the present, the simple story, directly told, the story which tells of conflict and love and which stirs the heart and arouses the emotions, has always held the pride of place and always will. Tell a story which appeals to the masses and you have a story which will sell. You may even cover all the ground which has been covered before and tell your story in a way which will hold interest and you have a winner, and this is not nearly as easy as it sounds.

I want to tell you that it is a difficult matter to write a simple story which will make a good photoplay; it requires thought and some knowledge and it must be written well. Too many people think that because some incident of their lives or in the life of a friend has proven of interest to those intimately concerned, the same incident written

into a photo play will prove of interest to theatre-goers; as a rule it does not and great is the indignation of the writer thereof.

Keep to the modern story as much as possible and remember that a "simple" story can be written of life among the generally accepted higher classes as well as the working element of society; the same elemental emotions stir everyone in the world, always excepting the Hun, of course. Don't write about people whose lives or work you do not understand because your scenario will not ring true if you do and to gain any measure of success your writing must ring true and when transferred to acting must also seem natural. Always remember that "conflict" is necessary; the bad must come with the good and to meet with public approval the bad need neither be vile nor offensive. There is little interest in your love affair if it runs too smoothly; the element of conflict and suspense MUST be there.

Don't make your stories too complicated; keep them directly told.

### THEY'RE APPRECIATIVE.

The various military organizations owe a great debt to the film exchanges of Canada for the generous spirit displayed by the film companies in loaning pictures to the militia for the purpose of entertaining and instructing the soldiers.

The following letter shows that the military officers are appreciative of the kindness displayed by the film exchanges:

#### MILITIA AND DEFENCE. Engineers' Training Depot.

St. Johns, Que.

July 20th, 1918.

Messrs. Specialty Film Import, Limited,  
313 Bleury Street,  
Montreal, Que.

Dear Sirs,—

We desire to convey to you our appreciation for the excellence of the Pathe programme sent for screening Thursday evening of the present week. The feature "Pots and Pans, Peggy," was thoroughly enjoyed by the boys, also the comedy was considered very amusing. If possible a programme of a similar nature for the present week would be very pleasing. In order to give publicity in the Barracks of what is being shown, would consider it a favor if a poster of either the feature or comedy could be shipped with the reels.

Respectfully,

H. S. PHILIPS,

Lieut. C. E.

Canteen Secretary.

Theda Bara has begun work on "The She-Devil," a drama of a Spanish vampire, for whose love bandits artists and French millionaires forget home, riches and everything.

(Continued from Page Ten)

Ernest L. Ouimet and Albert H. Beauline have been in New York all week looking over offerings and getting in trim for fall bookings for Specialty.

"Chick" Bell, of the Connaught theatre, came up last week for re-examination and was placed in Class E. This lets out Chick and retains a popular exhibitor for Montreal. Chick was anxious to go to do his bit, but the Military authorities thought he would better do it at home.

Ben Mills, manager of Loew's theatre here, is back on the job looking fit and well after a couple of week's vacation.

Archie Laurie, manager of the Midway, is leaving to-day and will rest up for a couple of weeks. His advertisement calling attention to the fact that one of the brightest of Canadian exhibitors is at liberty, appears on this page.

S. G. Gibson, who has worked, in the last few years, with General Film, Famous Players, Metro and J. T. Malone, and is just back from Boston, where he was working in General Film offices, has started in last week with the Independent Film Supply as their Ontario representative.

George Brownridge, manager of Superfeatures, has left them and is now in partnership with Charlie Berman. They have made a start with Canadian-made pictures, screened in Trenton, Ont.

The theatrical season looks like being a brilliant one. His Majesty's, The Empire, open in September and The Orpheum French play season, the Princess and the Gayety open this month. His Majesty's have around a score of New York successes booked. Fred Crowe of the Princess is back after his vacation and promises some first-class vaudeville in the near future. Meanwhile, both then and now there is always Loew's which is reasonable in price and fastidious in offerings.

Mr. Arthur Larente, of the Specialty Film Import, Limited, Montreal branch, has just returned from Joliette, Shawinigan Falls, Grand Mere, and Three Rivers. Mr. Larente was successful in booking serials, comedies, British Official War News, and features to several of the theatres in these places.

"Women of France" will be released here shortly. It is the French Government picture which is being handled in this country by the Specialty Film Import and shows the patriotism and nobility of French women in the service of their afflicted country.

At Loew's this week the Baby Welfare picture arranged and screened under the direction of the Specialty Film Import, will be shown.

Some theatres and too many exchanges forget that it takes at least two parties to create co-operation.

# More Letters From "Small Town" Exhibitors Concerning Reel Tax

**Apparently the Situation for the  
"Little Fellow" is Far From  
Being Pleasant, Some Are  
Forced to Close Down**

The Digest in order to ascertain the feeling among small-town exhibitors relative to the fifteen-cents-per-reel war tax, recently asked for some expressions of opinion from the men operating theatres in the smaller cities and towns of the Dominion.

A large number of letters have been received and published by the Digest, and more are coming in each mail. Every letter received from these exhibitors tells of the hardship inflicted upon the "small town" man by this reel tax.

The Digest is publishing more letters from these exhibitors, which will doubtless be read with interest by the entire exhibitor body of this country.

Thessalon, Ont.,  
July 27th, 1918.

Editor, The Digest:

I have noticed in the Digest your appeal for letters from exhibitors regarding the fifteen-cents-per-reel war tax. This is certainly an unjust tax, and something must be done, or some changes made, if the little fellow is going to stay in business.

I have been forced to close Tuesdays, and will close Mondays, Tuesdays and Thursdays, if the present tax stands as it now exists.

Now, Mr. Peck, this may not seem so hard for the big exhibitors, that run matinees, and two or three shows per night, but we exhibitors in towns of under 3,000 population, who run no matinees, and only one show at night, find the tax a decided hardship, because we have to pay exactly as much per reel tax as the big houses.

Now I am sure that the theatre men have been helping to Lick the Kaiser and helping to win the war in every possible way. We have advertised the Victory Loan—we have advertised the work of the food controller and his department—we have given our theatres free for patriotic purposes, and also handed out our good dollars as often as we were called upon to do so, and we will still keep doing it until the war is won, but don't force the small theatre men to close.

Everything in our line has gone up and up, and we were just trying to make ends meet when this reel tax was placed on us. I would suggest that if we have to pay some reel tax that towns of 3,000 or 5,000 population pay fifteen cents per change of reels. We could stand that tax much better—but that would be the limit.

I think that when the exchange men went to Ottawa to get the reduction on the five cents per foot after asking our help they suggested why not put some of this on the theatres direct.

I would go to Ottawa with any exhibitor to see whether or not something cannot be done to relieve the

situation. I notice that an Exhibitors' Protective Association is being formed. It is about time. Let us help it along. The secretary, Thomas Scott, is the right man.

D. J. SANDIE,  
Prop. Empire theatre, Thessalon, Ont.

Wingham, Ont.,  
July 22nd, 1918.

Editor, The Digest:

I believe that the fifteen-cents-per-reel war tax is the greatest burden which has ever been put on this business. Wingham has always been a good town, but I am closing the house on August 1st, and the fifteen cent tax is the direct cause.

The film exchanges are the losers, also the Ontario Government in tax tickets. You will find that almost all small houses will only run one or two nights a week. You know the old saying, "the last straw broke the camel's back." The film exchanges will also suffer unless this burden is removed.

L. KENNEDY,  
Prop. Lyceum theatre, Wingham, Ont.

Kincardine, Ont.,  
July 20th, 1918.

Editor, The Digest:

Although not a regular subscriber to your publication in the past, we have had the pleasure of perusing it since the opening of this theatre in May last. Your mailing list apparently having had the Bijou formerly of this town on it.

We read with a great deal of interest the letters of both Mr. Kay and Mr. Mason, and can heartily agree with both.

So far as an association is concerned we are thoroughly in accord with same, providing it has a motto similar to some of our large department stores, viz., "The greatest good to the greatest number." Up to the present time we have not had any information regarding an association of small town exhibitors, possibly our lack of information is on account of only being in the business a very short time.

Now regarding the 15c reel tax mentioned by Mr. Mason, would say in our estimation it is one of the most bone-headed impositions ever put over on a suffering taxpayer.

To show you how it works out in a small town like ours, we will give you an illustration.

Our electric light plant is municipally owned and run by a commission, who work on the same plan as a farmer in harvest, use as much daylight as possible.

The outcome is that we get lights for our show anywhere between 8.30 and 9.00 p.m.

You can see where we get off at in running over six or seven reels commencing at that time.

This of course costs us in the extra tax 90c or \$1.05 as the case may be.

While the larger exhibitor or the one with all day current can put the reels over more often and get the revenue.

Further we must send our remittance weekly payable at par another 15c, along with an affidavit, another 25c,

If the Government wanted revenue why do they not tax revenue, as the Ontario Government do in the entrance tax.

Don't misunderstand us and think we are kickers, we agree that all amusements should be taxed to the limit, but distribute the taxation fairly.

Personally we think the "ivory" exhibited in the heads of some of our law-makers should also come under taxation.

We appreciate your publication very much and herewith inclose subscription.

Yours truly,  
ANDERSON & SCHILROTH  
Props. U-Kum theatre, Kincardine, Ont.

Editor, The Digest:

I am a regular reader of your valuable paper. Seeing a few letters from small town exhibitors about the tax of fifteen cents on each reel used a day, I should like to say a few words. I certainly think it is doing small town exhibitors a grave injustice by charging us the same as a large show in the city. It certainly should be graded the same as license fees.

I am certain unless I operate my own machine and my wife acted as pianist I should not be able to keep open at all. Why should small town houses have to pay as much tax as the city shows who can run their films from eleven in the morning until eleven at night, when we can only get sometimes one show a night; also have to pay express on our films which is continually increasing, where the city shows can get theirs by jumping on the street car and fetching them. I think something should be done to give the small towners a chance.

Yours truly,  
E. T. WYKES,  
Princess theatre, Schrieber, Ont.

## FEWER DRAMATIC PICTURES.

The production of motion pictures of a dramatic character continues to fall off, according to data based on the review of pictures by the U.S. National Board of Review in the course of the first six months of 1918. The number of subjects reviewed in that period was 1,010 and the number of reels 3,171½. This means that the average length of pictures was 3.14 reels. In the corresponding period in 1916 the production according to the same source of information, was 2,216 subjects and 4,850 reels. In the corresponding period of 1917 the subjects numbered 1,525 and the reels 4,066½, the average length of each subject being 2.66 reels. A chart showing the production by subject and reels covering the period for the three years would indicate that the general trend of production by month this year is parallel to that of 1916, while that of 1917 was irregular, reflecting the nervous condition of production while the government was considering the question of taxation of motion picture production and exhibition. That there may be a deficiency this year is perhaps indicated by the fact that old pictures are being reissued in larger numbers than usual, judging from current reports.



## MARITIME PROVINCE MENTIONS

### ST. JOHN, N.B.

There has been some talk and several letters in our papers regarding the people of St. John supporting the Chautauqua which is here for a week. The "movie" men take the stand that as long as circuses were barred from towns it was not fair to allow a "tent show" to come in and take money and patronage from the local theatres. Walter H. Golding manager of the Imperial theatre wrote two letters to the press stating the point of view of a local manager. The superintendent of Chautauqua stated in her talk at the opening meeting that Chautauqua believed in the movies but that they did not wish to compete with them as they felt Chautauqua ranked with the schools, colleges and churches and so drew a different crowd. It was rather an interesting argument and one wonders if the movies will enjoy being put down as not ranking with educational institutions.

very popular in Cape Breton. They are used by the Palace in Sydney, while the Casino shows the Sunshine comedies, Mutt and Jeff and specials. In Glace Bay at the Savoy theatre may be seen the Standard, Sunshine comedies, that the Mutt and Jeff comedies have made a hit at the Imperial theatre, St. Mutt and Jeff and specials. I am told John.

I hear from J. M. Franklin that the new theatre which he is building in Sydney is rapidly nearing completion. It will be a modern concrete building fitted with the very latest and best equipment in all departments. Mr. Harry L. Beaman, formerly assistant manager at the Opera House, is to be in charge as local manager.

Mr. Franklin also says "The warm weather has affected the attendance to a certain extent in all theatres and we can only look for normal business to return in the fall.

I understand that the new theatre at Kentville, built by Messrs. Clark and Hiltz, "The Nicklelet," has opened and is showing the Fox service. The house has a seating capacity of 600 and is up-to-date in every particular.

Al Nathan, the New York representative of the Universal Film Company, has been in St. John lately considering a theatre proposition. Mr. Nathan has been recently in Montreal making some changes in the Holman theatre of that city.

From the Fox Exchange I learn that the Fox pictures "Cleopatra" and the "Queen of the Sea," will be here soon for trade showings. The Fox film are

The Exchange Managers' Association have settled upon August 26th as the date for the combined meeting of the exhibitors and exchange managers. The exhibitors will be shortly notified by letter of invitation to attend.

## Film Shows What Canada Has Done

### Exhibitors Can Book "Canada's Work For Wounded Soldiers"

"Canada's Work For Wounded Soldiers"—a five reel serial which will shortly be distributed free of rental charges through the Motion Picture Distributing Committee, is an interesting review of what Canada is doing to place returned men in civil life. The committee, which has handled a number of other government films, consists of Messrs. Jule and J. J. Allen, of Famous Players, and Clair Hague, of Canadian Universal.

The film was photographed by W. J. Craft, of Patheoscope Ltd. of Canada, who photographed the "Hazards of Helen" stories, and who of late has specialized in educational film work. Owing to the vast extent of territory covered—the scenes range from coast to coast—and the varying weather conditions encountered, it took Craft eight months to complete the work, which originally comprised twelve reels, which are, for the purposes of theatrical showing, being compressed to five.

The film was first intended for exclusive showing to soldiers in Canada and overseas, with the purpose of informing the government was placing at their disposal. Following the suggestion, however, of such bodies as the Rotary Clubs, and of prominent individuals throughout the country, who pointed out that the general public knew little or nothing of the work, it was decided by the government to distribute the film for theatrical showing, free of all booking charges.

The scenes show the process of discharge, hospital treatment, the handicraft work the men do to pass their time in hospital, shop work, particularly in wood, for the exercise of injured limbs and muscles, vocational training, which equips a wounded man for civil occupation, and finally, the actual results of the process. The scenic features are excellent—the lakes and mountains of British Columbia, the picturesque farm life of prairie and dairy farm, and the beautiful hospital and training buildings. An announcement of distribution arrangements will be made on the front cover of next week's Digest.

### EBONIES BI-MONTHLY.

#### Popularity of Colored Players Announced as Stimulating Production Methods.

A re-arrangement of the releasing schedule for the Ebony Comedies is announced by General Film Company.

Beginning with "When you are Scared, Run," August 19, these comedy subjects will be available every other week. It is announced from the Fon Du Lac studios of the Ebony Company that every effort will be made to insure the quality of the comedies, since they are proving so popular. Work has been begun on a number of selected stories.

## Express Strike Ties Up Shipments

### Exchanges Were Forced to do Some Quick Work Last Week

Last week the exchanges in Toronto were "up against it" on account of an unexpected strike among the drivers of the Canadian Express Co. They struck for more wages last Saturday, which was an unfortunately bad day for the various exchanges who had to get the films to out of town exhibitors for the following week. Monday was also a holiday in Toronto which also complicated matters. However, with their usual "pep" and aggressiveness, the exchanges got busy, and notified by telephone and telegraph the various exhibitors, and told them how they were to get their films. A large number of the film shipments were made by the Dominion Express Co., and the film were expressed via Dominion Express to the nearest point, and automobiles did the rest. The entire program was handled in such a manner that very few exhibitors were disappointed in the non-arrival of films in time for their performances.

**Don't sign an autocratic contract. . . Preserve the freedom of your house.**

**WANTED—Film Salesman for the City of Toronto. Must be a real salesman and able to create and hold business. In answering us tell your experience as a salesman, and why you think you can qualify. There's a good chance of advancement for the right man. All replies treated strictly confidential. Apply Mr. Hague, general manager, Canadian Universal Film Co., Limited, 106 Richmond street west, Toronto, Ontario.**

## Releases in Toronto and Montreal for Week Ending Aug. 10th

### TORONTO RELEASES

#### FAMOUS.

- "Claws of the Hun," Charles Ray; five reels.
- "Shark Monroe," William S. Hart; five reels.
- "Her Screen Idol," Sennett comedy; one reel.

#### FOX.

- "The Kid is Clever," George Walsh; five reels.
- "The Burglar Alarm," Mutt and Jeff comedy; one reel.

#### GENERAL.

- "A Daughter of Uncle Sam," serial; one reel.
- "Sisters of the Golden Circle," O. Henry series; two reels.
- "How It Happened," Pokes and Jabs comedy; one reel.
- "Check Your Hat, Sir," Essanay comedy; one reel.
- "Love's Laboratory," Edison comedy; one reel.
- Selig-World Library, No. 23; one reel.
- Edison Educational, "100-ton Guns in the Making."

#### MUTUAL.

- "A Square Deal," Marguerite Fisher; five reels.
- "Beware of Blondes," Strand comedy; one reel.
- Screen Telegram, No. 44; one reel.

#### REGAL.

- "Hearts Afire," Clara Kimball Young; five reels.
- "Social Quicksands," Bushman and Bayne; five reels.

#### SPECIALTY FILM IMPORT.

- "The First Law," Mrs. Vernon Castle; five reels.
- "Kicking the Germ out of Germany," Harold Lloyd; comedy; one reel.
- "Strange Animals of Many Climes," scenic; one reel.
- "The House of Hate," serial; two reels.
- Pathe British Gazette; one reel.
- British War Office Official News Weekly; one reel.
- Pathe News; two-a-week; one reel.

#### UNIVERSAL.

- "It Can't be Done," Nestor comedy; one reel.
- "Fools and Fires," L-KO comedy; two reels.
- Universal Weekly, No. 36.
- Universal Screen Magazine, No. 83.
- Universal Current Events, No. 65.
- "The Trail of No Return," Railroad and Western Drama; two reels.
- "The Brass Bullet," serial; episode No. 1.
- "Love Swindle," Bluebird; five reels.
- "Don't Shoot," Lyons & Moran comedy; two reels.

#### VITAGRAPH.

- "Wild Primrose," with Gladys Leslie; five reels.
- "Diplomatic Henry," Drew comedy; one reel.
- "Shines and Monkey Shines," Big V comedy; one reel.
- "Fight for Millions," episode No. 6; two reels.

### MONTREAL RELEASES

#### FAMOUS PLAYERS.

- "Sandy," Jack Pickford; five reels.
- "We Can't Have Everything," Cecil B. De Mille production (Arterraft); five reels.
- "Shark Monroe," W. S. Hart; (Arterraft); five reels.
- "Montreal Old and New," Burton Holmes Travelogue.

#### FOX.

- "Ambition," Wilfrid Kalish; five reels.
- Mutt and Jeff cartoon, one reel.

#### GENERAL.

- "The Marquis and Miss Sally," O. Henry story, 2 reels.
- "Her Necklace, His Hooded Day," one-reel comedy.

#### INDEPENDENT FILM SUPPLY.

- "Unto the End," Gracie Wilbur; five reels.

#### METRO.

- "The Demon," Edith Storey; five reels.
- Mr. and Mrs. Sydney Drew comedy.

#### MUTUAL.

- "Impossible Susan," Marguerite Fisher; five reels.
- "On Her Account," Billie Rhodes strand comedy; 1 reel.
- 42-T-I Screen Telegram.

#### REGAL.

- "Back to the Woods," Mabel Normand; (Goldwyn); six reels.
- Two-Reel Keystone comedy.
- One-Reel Triangle comedy.
- "Shadow Doubt," Carlyl Blackwell; five reels.

#### SPECIALTY FILM IMPORT.

- "The Ghost of the Rancho," Bryant Washburn; 5 reels.
- "House of Hate," Pearl White; "Following Old Glory"; two reels.
- "That's Him," Harold Lloyd comedy; one reel.
- History of the War, No. 18.
- British War Office Official News, one reel.
- Pathe British Gazette, one reel.
- Pathe News, one reel; two-a-week.

#### UNIVERSAL.

- "The Dream Girl," Carmel Myers; five reels.
- "Hey, Doctor," El-Ko comedy; two reels.

#### VITAGRAPH.

- "The Soap Girl," Gladys Leslie (Blue Ribbon); 5 reels.
- "Wounded Hearts and Wedding Rings," Big V comedy.
- "When Two Play a Game," Sydney Drew comedy.
- "Precipice of Horror," 4th episode 'Fight for Millions' serial.

**The Digest Grows Each Week—"There's A Reason"**

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**WANTED.—POSITION AS PIANIST** for moving picture theatre, in the city of Toronto, preferred. However, will go anywhere in Canada, if right kind of proposition is offered. Am thoroughly competent with splendid experience for this class of work. Write Miss Robertson, 128 West Roxborough street, Toronto, Ont.

**EXPERIENCED MANAGER** and projection expert desires engagement in house where ability will be recognized; twelve years' experience (ten years with one firm); no engagement too big nor too small, providing you are willing to pay for results; will go anywhere in Canada, but must have absolute control. Reply to "Live Wire," care The Digest, 326 Spadina Ave., Toronto, Ont.

**AT LIBERTY**—Motion Picture Operator; 12 years in the business; licenses for Nova Scotia and New Brunswick; also member of I.A.T.S.E.; apply J. Frank MacGuire, Box 514, Church St., Pictou, N.S.

**POSITION WANTED**—A young lady who is a capable pianist, and who understands "playing the pictures," would like a position in a Toronto Moving Picture House. Address replies to Miss Richardson, care The Digest. 3t

**FOR SALE**—One Prestwich Motion Picture Camera (second-hand), in good condition, with tripod; eight magazines (200 feet); three Allison Hadaway lamps; three developing tanks, with four 100-foot racks; one cosmograph and a lot of small things. Apply to Shapiro's Ara Studio, 9601/2 Main St., Winnipeg, Man.

**WANTED**—Experienced piano player for moving picture theatre in Western Ontario city, state terms. Apply Box G. W., care The Digest.

**WANTED**—One hundred theatre seats in good condition. Apply Box D., The Digest, 326 Spadina Ave., Toronto.

**MOVING PICTURE THEATRE FOR SALE**—or to lease, fully equipped, large seating capacity, in town of 20,000. Apply to the Griffin Amusement Corporation, Ltd., 34 Victoria St., Toronto. 2t

**FOR SALE**—300 cushioned back and seat theatre chairs, second hand but in good condition. Newly repaired and painted. Worth \$6.00 each new, will sell the lot or part for \$2.00 each cash, or \$2.25 on terms. G. A. Stuart, Empire theatre, Saskatoon. Hurry! First come first served. 4t

**WANTED**—Position as pianist in moving picture theatre in Toronto, or any other city where permanent position is offered; competent and experienced in playing for both vaudeville and pictures. Address Helen Marks, 71 Grosvenor St., Toronto.

### GOSSIP OF THE SCREEN.

Wallace Reid has begun work on a new picture to be called "Broken Threads" under the direction of Walter Edwards, at the Morosco studio in Los Angeles. He is supported by Ann Little and a strong cast.

Fred Stone will do well to stay indoors after dark for some time to come for fear some wrathful director or producer or somebody might take advantage of the opportunity to get even for all the trouble the comedian has caused them. You see Stone insisted upon a real life-sized circus as the background for his forthcoming picture play, "Under the Top." It was taken off the road and set up right in the midst of the studios as a continuous temptation to all and sundry to crawl under the canvas or squander their hard earned salaries no reserved seats. Naturally there have been many absentees that the directors are almost ready for the violent ward.

Never has the true character of the Chinese been so faithfully presented on screen or stage as in "The City of Dim Faces," Sessue Hayakawa's new Paramount picture, according to those who have been favored with an advance glimpse of this tragedy of San Francisco's Chinatown. Francis Marion, the author, knows Chinatown like a book, and the famous oriental star knows something of the Chinese too.

The children's millennium approaches. The first outward sign appeared at Amesbury, Mass., recently when the afternoon session of all the schools in the city was abandoned to enable the pupils to go to the Crown theatre to see the Arterraft production of Maeterlinck's "Blue Bird." George F. Crocker, the shrewd owner of the Crown theatre, sent illustrated booklets describing the "Blue Bird" to the superintendent of schools, the members of the school board, the principals and all the clergymen in the city. As a result the superintendent gave special permission to all pupils who wished to do so to cut out the afternoon session in order to attend the matinee. This emptied the schools, so the teachers followed too.

When you begin to feel sorry for yourself, you have a right to be.



TO BE RELEASED BY REGAL FILMS LIMITED





## The Columbia-Silvertip Combination

FOR

### Direct Current Projection

The "punch" is the picture's vital element. From the standpoint of the exhibitor, the projection of the picture on the screen so as to please the audience forms the most important part. Good projection is entirely dependent upon an efficient and reliable light source. The Columbia-Silvertip is standard for direct current projection, offering many advantages in the form of high current carrying capacity, pure white light, absolutely steady screen illumination, strong penetrating light, and a rugged flexible light source.

The Columbia-Silvertip combination is used in all parts of the country, giving complete satisfaction in every instance. The exhibitor using direct current projection will find that this combination of carbons will eliminate all the uncertainties in the projection of the modern high quality film.

**NOTE:—The COLUMBIA-SILVERTIP Combination is for Direct Current Only**



### For Alternating Current Projection

To obtain maximum screen definition on alternating current use White A. C. Special Carbons. They give a quiet, pure white light of high intensity and flickerless operation. No new apparatus necessary.

*WRITE TODAY FOR OUR CIRCULARS*

**CANADIAN NATIONAL CARBON CO., Limited**

**Toronto - - - Ontario**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



*The Wolf* had won—he thought.  
His eyes feasted on the supple  
lines of the girl as she entered  
his apartment. He relished  
the fear in her eyes——  
he would tame her! BUT—

**GLADYS BROCKWELL**

*in The*

# SCARLET ROAD

Routs Subterfuge and Sin  
in a Sizzling Battle of Wits  
in New York's Bohemia

Other  
One-a-week SPECIAL FEATURES 52 a year

THAT CONJURE CAPACITY

TOM MIX *in*

**ACE HIGH**

JANE and KATHERINE LEE *in*

**WE SHOULD WORRY!**

GEORGE WALSH *in*

*The* **KID IS CLEVER**

**FOX**

Digitized by Google  
FILM CORPORATION

**ORDER  
TODAY**

NEW YORK







## THE DOMINION GOVERNMENT

asks you to book

### "Canada's Work for Wounded Soldiers"

A FIVE-REEL SERIAL PRESENTED BY

The Department of Soldiers' Civil Re-establishment

#### THE REASONS WHY

1. The spirit of patriotism and the sense of national duty urge you to do it.
2. The United States Government is now distributing this film, having officially adopted Canadian methods as therein exploited.
3. Canada is the World's leader in this work—but the general Canadian public knows little or nothing of it. You will therefore perform a high national service in showing it.
4. The series carries the human appeal from start to finish.
5. The Film is FREE. Book it now.
6. Free publicity service, provided by the department direct to the newspapers and public.

For Bookings apply to your nearest Famous Players or  
Canadian Universal agent, or to

#### The Motion Picture Distributing Committee

Messrs. JULE and J. J. ALLEN  
Famous Players  
TORONTO

CLAIRE HAGUE  
Canadian Universal  
TORONTO

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

MONTREAL  
Room 2, Imperial  
Theatre Bldg.



**Y**OU have read the Sales Policies of other Film Companies and what they have to offer you for the Season 1918-1919.

You cannot afford to sign up with any one Company until you have learned what

**The Canadian  
Universal Film Co.  
LIMITED**

**Are Offering---**

**Wait for the next issue of The Digest---**

**Then---Decide for yourself whether or not you want to tie up with any one Company.**



## THESE TRADE-MARKS



**Lead the Dollars to Your House**

Prosperity comes on the run to the Exhibitor  
who shows

# Paramount and Artcraft Pictures

(Nationally Advertised)

The Public's money goes to the theatre that  
always has worth while entertainment. That's  
the Paramount and Artcraft theatre.

CANADIAN DISTRIBUTORS

## Famous Players Film Service Limited

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 7

SATURDAY, AUGUST 17th 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor

**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## YES IT'S A MERRY LIFE IF YOU DON'T WEAKEN

**A**N editor of any publication, who is striving to make his medium stand for something in its particular field of endeavor has certain well-defined duties to perform for his readers.

Moreover, he assumes certain responsibilities for his readers. Oftimes in assuming these responsibilities, the editor will tread on somebody's pet corn—possibly at a distinct financial loss to the business end of the publication.

Oh, yes, dear reader, it's a merry life if you don't weaken. And it's an especially riotous life, if you are trying to manufacture a weekly trade paper in Canada for "the fifth industry."

The Digest under its present management, has had a consistent growth. But that growth has come about through many handicaps and obstacles. Right to-day the ever-mounting cost of issuing a weekly publication puts a crimp in the weekly bank-roll. White paper and printers' ink, as well as labor have advanced tremendously all along the line.

The Digest wishes to take this opportunity of thanking those who supported it, both in deed and thought, since it passed into the present management. To those film exchanges who have had faith enough in our proposition to use our advertising pages—we sincerely thank you. And to those exhibitors who have written us from time to time and showed that they want a Canadian trade paper, and who have backed up their words with subscriptions, we also say to you—Thanks.

### CO-OPERATION HELPS.

**T**HERE are a few exhibitors in Canada who are doing splendid work by co-operating with the exchanges for better film. By this we mean a better physical condition of the film. Several of the exhibitors have film reports which they carefully fill out for each feature telling the exchanges about the condition of the films, titling, misframes, loose patches, breaks, scratches, holes, dirt, oil, etc. One of the leaders in this work is Mr. Fred Pursel, manager of the Lyric theatre, Simcoe, Ont. Mr. Kennedy, manager of the Lyceum theatre, Wingham, Ont., also has a film report which he sends to the exchanges, which is very helpful to the exchanges. If more exhibitors would follow suit the physical condition of the film would be greatly improved.





# British People Wish To See More of "Hearts of the World"

## Dissatisfaction Over Way Griffith War Film is Being Handled in England

It would be interesting to know how much the British Government are financially interested in the Griffith production, "Hearts of the World." The treatment of it by the Ministry of Information certainly needs a fuller explanation than was vouchsafed to Mr. Gilbert, M. P., when he asked in the House of Commons for some information on the subject. He wanted to know from the prime minister whether it was with the consent of the Ministry of Information that the film had been produced, what it cost, and how many films had been produced. He also asked whether these films were lent out free to the various picture theatres, or, if not, what charge was made for the loan of them.

According to The Cinema, Chancellor of the Exchequer Bonar Law, who replied, said that "Hearts of the World" had been exhibited at the instance of the Ministry of Information. It was not paid for out of public funds, but by the war office cinematograph committee. It had been exhibited in accordance with arrangements made by the committee, and had not been lent out free to picture theatres.

At present "Hearts of the World" can only be seen in England at the Palace Theatre and at a price two or three times that charged at ordinary cinemas. This fact has led the Cinema to demand an explanation. In a recent issue it had an article which said:

### Griffith's Explanation.

"D. W. Griffith, he has told us himself, had a long conference with Lloyd George, in which he impressed upon the man who has the destinies of civilization in his hands the tremendous possibilities of a methodical screen campaign, and shortly after set off to the western front with the premier's blessing. The entire resources of the British army were practically put at his service. The war, in fact, might almost have been staged for his benefit. Two British officers of great experience were specially detailed to accompany him wherever he went, and no sort of facility or convenience the most autocratic or exigent film director could desire was denied to him. Was he not making a picture that would proclaim the justice of the allied cause to the whole world, stiffen the resolution of the allies themselves and convert the most recalcitrant neutral to see eye to eye with them?"

The article then refers to the screening of "Hearts of the World" in New York "before a very distinguished 'official' audience, comprising representatives of all the allied governments," and says that the American papers then declared that the film had been produced "under the auspices of the British Government and that its exhibition in England would be con-

trolled by the department of information."

Naturally the Cinema expected that there would be no delay in bringing the film to London and that, when it did arrive, the ministry of information would give it every advertisement and have it shown at every available place in the country. The Cinema proceeds: "We waited the advent of the picture on this side with no little impatience. One month, two months, slipped away without any sign of it



EMILY STEVENS in  
"ALIAS MRS. JESSOP"

Inquiry made here failed to elicit any definite statement. Then suddenly, nearly three months after the first exhibition of the picture in New York, without any blowing of trumpets, almost as if the event were something to be ashamed of, we learn through a brief press note that "Hearts of the World" has arrived in London. Not however, to be exhibited in the cinema theatres throughout the length and breadth of the land, so that those for whom it was ostensibly made might see it. Instead, to be shown in the most select of the London variety theatres, where the admission prices are two and three times as much as the public is paying to see the picture in expensive New York. In other words—for some time at least—this elaborate propaganda picture is to be shown exclusively to the very people who do not require conversion, and to be rigorously hidden from those who do. If the 'Hidden Hand' had exerted itself to the utmost, could it, we ask, have devised a more effective method of rendering the effects null and void of all the months and months of valuable propaganda work?

### What is Amiss?

In a later issue, following upon the statement made by Bonar Law in the House of Commons, The Cinema has something further to say on the subject. It asks "Are we to imply that

the Ministry of Information thinks it is better the general public should have as few opportunities as possible to see this super-propaganda film? In that case the 'arrangements for its exhibition' are quite explicable. One is still curious to know, however, what the ministry finds amiss with the film Does "Hearts of the World" show the Huns in too good or too bad a light, or what?"—From The Toronto World.

## An Open Letter To All Exhibitors

Ottawa, August 17, 1918.

Gentlemen,

Did you ever realize or stop to think what an enormous power your screen is in conveying a message to the whole Canadian public? Did you ever realize what an important patriotic work you can perform by conveying a war message to your audience?

You are asked on the front cover of The Digest to show "Canada's Work For Wounded Soldiers"—a five reel serial showing the whole process of rebuilding and replacing the wounded soldier, from the discharge depot to the place where he draws his pay envelope as a successful civilian.

This is not a propaganda film—it was originally intended for the information of soldiers overseas. But prominent public men before whom it was privately screened suggested that it was the best means of letting the Canadian Mothers, wives and sweethearts know what Canada is doing for their soldier men who have paid the price of bodily disablement, and, more important still, what the men are doing for themselves.

The film is full of human interest from start to finish—the privilege of screening it in your theatre—free of charge—is yours for the asking. The distributors have set you a noble example in the matter of co-operation in war work. Messrs. Jule and J. J. Allen Famous Players, and Clair Hague, Canadian Universal, have placed their services at the disposal of the country as an honorary distributing committee for handling not only this but all government films. This means that these gentlemen are giving the country a great deal of their time and energy without accepting payment for it.

The matter of publicity, we know, is all important in the successful showing of any film. We are providing you with a double set of photographs for lobby display, and well designed posters. We are, moreover, securing the right from the newspapers to insert our own specially prepared readers on their moving picture pages, as we have exceptional facilities for securing their interest. We are also securing, by personal contact, the co-operation of all prominent war workers and associations in your territory.

We feel sure that you will meet us in showing the series, and that in so doing you will please your patrons and show them something they are anxious to see.

THE PUBLICITY BRANCH  
Department of Soldiers' Civil Re-establishment.

# Canadian Exhibitors' Film Verdicts

## A Department to Help Our Own Exhibitors Get a True Angle on Current Releases

The Digest desires to make this department of real worth to every Canadian exhibitor. We want the criticisms contained in this department to be truthful statements of the box-office value of the pictures you run. If the criticism on the picture you desire to know something about is not in this department, we will try to secure the information for you if you will write and ask us for it. Exhibitors!—this is your department—make use of it!

### Fill Out The Reports Each Week

#### Help Us To Help You!

*If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.*

*Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.*

Your box-office is the test of popularity. Fill in the blank NOW.

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

### Exhibitors' Film Reports

**"STELLA MARIS,"** with Mary Pickford; (Famous); six reels; strong competition from the out-door life at this time of year; Pickford fans raved about the acting; story rather morbid. J. S. Smart, Royal Opera House, Port Hope, Ontario.

**"JACK AND JILL,"** with Jack Pickford and Luise Huff; five reels; (Famous); picture good; favorable comments from individuals; fair-sized audience on account of daylight savings. Stevens and Lawson, Star theatre, Edmundston, N.B.

**"SEVEN SWANS,"** with Marguerite Clark (Famous Players); five reels; record matinee business; evening business also good; best attraction in months; everybody pleased. J. S. Smart, Royal opera house, Port Hope, Ontario.

**"THE EASIEST WAY,"** with Clara Kimball Young; (Select); seven reels; film in very good condition; plenty of competition; admission prices, fifteen and twenty-five cents; Clara Kimball Young is good drawing card here; picture pleased the majority; some criticism of the finish of the story. Empire theatre, Quebec city, Don McRae, manager.

**"UP ROMANCE ROAD,"** with William Russell; (Mutual); five reels; condition of film very good; Wallace Reid and Kitty Gordon was my competition; prices fifteen and twenty-five cents; excellent film offering; business increased each day; first-class from every angle. Don MacRae, Empire theatre, Quebec City.

**"THE MODEL'S CONFESSION,"** with Mary MacLaren; (Universal special); six reels condition of film was fair; the print we had was scratched; admission prices ten and fifteen cents; this picture pleased large audiences; the picture was above the average. Mr. W. W. O. Fenety, Gaiety theatre, Fredericton, N. B.

**"WHISPERING CHORUS,"** J. Stuart Blackton Production; (Paramount); seven reels; condition of film fair; usual competition; ten and fifteen cents; picture appealed to exclusive set; not popular with masses. W. W. O. Fenety, Gaiety theatre, Fredericton, N.B.

The Classified Advertisements in The Digest keep growing in number. every issue. There's a reason. They bring results.

## Circuit in Eastern Canada

### Canadian Exhibitor is Enthusiastic About New Combine of Theatres

John Hazza, founder of the First National Exhibitors' Circuit of Western Canada, who recently visited New York, talked enthusiastically of the success of the Western Circuit and prophesied that within six months a similar organization will exist in Eastern Canada, centered about Toronto and Ottawa.

He said that if the larger towns in Ontario, such as London, Hamilton, Brantford, Kitchener and Windsor were to link up in a circuit with about four theatres in Toronto, itself, a nucleus would be formed which could join with the First National franchise hold-

er in Ottawa to form the Eastern section of the National Circuit. Mr. Hazza believes that under these conditions, amalgamation between the two units would be comparatively easy and be a distinct benefit to Canadian exhibitors.

An organization such as that proposed would not menace the exchange system in Canada. It would, however, mean a saving in booking and shipping expense and the general selling cost. Pictures might be booked at a central point and routed through the entire Canadian territory without loss of time.

### Association is in Very Healthy Shape

#### Thos. Scott, the New Secretary is Making Things Hum, So 'Tis Said

New life and ambition, in big healthy doses, is being injected into the Motion Picture Exhibitors' Protective Association of Ontario, Limited, under the leadership of Thomas Scott, the newly appointed organizer and secretary.

Mr. Scott, in the brief time he has been in office has demonstrated to the exhibitors that he means business, and he has already accomplished much for the betterment of the trade in general from an exhibitor's point of view—and more is to come.

Mr. Scott says that the vital question of the day in connection with the film business in this province is whether or not you, as an exhibitor, are a member of this organization.

"If you are not a member," said Mr. Scott in talking about the plans and policies of the organization, "you have no kick coming, because you will not get together and help yourself; kicking does not do any good—you have got to act quickly."

"The Association cannot do it all. Every exhibitor must pull on the same rope in order to accomplish anything worth while. This is a tug-of-war and with you, as an exhibitor at the right end, we will be able to succeed."

Mr. Scott appeals to the exhibitors to get out of the rut—to discard the old-fashioned business methods, and to become a real business man. He urges the exhibitors in Ontario to join the association and also to come and give their views and ideas, and to get into closer touch with the entire film situation of this country and province.

Mr. Scott seems to have no hesitation in ripping into the exhibitor who has the "Let George Do it" attitude. "Last winter," he says, "the picture houses were threatened with a three-days close down each week."

"A few Toronto members of the association put up their hard earned money, for a deputation to Ottawa, and had it reduced to one day each week. Then they got the order abolished al-

together. The non-members of this association may wonder just what the association has accomplished. The answer is this—Do you imagine for one moment that 70 per cent. of the Toronto theatres are paying \$20.00 per year, and the out-of-town theatres \$10.00 per year, for the fun of the thing?

"The question is—what has the non-members accomplished? Nothing but kick. The old saying holds good—'A house divided against itself will surely fall.' Unity not only means strength, but breeds integrity, respect and stability. Had every exhibitor in Ontario been a member of the association we would doubtless hold a very prominent position in the provincial film affairs to-day."

"However, the outlook for the association is very bright, and I can truthfully say that never in the history of the association has it been in such good shape as it is to-day. I urge every exhibitor who is not yet a member to place his shoulder to the wheel for the mutual good of all. I will be glad to answer any questions if they are addressed to me at the offices of the association, 143 Yonge street, Toronto."

#### STORY OF "TO HELL WITH THE KAISER."

At the death of Frederick III. of Prussia, his son Wilhelm II., succeeds him. The decay of the Hohenzollern family is exemplified in the monarch's withered arm, as well as in the weak degeneracy of the Crown Prince. Bismarck, Frederick's adviser, shows the Kaiser some secret plans for subjugating the different countries of the world.

In the spring of 1914 the Kaiser and his war council decide to put these plans into execution. Zeppelin submits his plans for air supremacy, Von Tirpitz makes known his scheme for submarine warfare, and Von Hindenburg discloses his military projects. Intending to perfect wireless operations, the Kaiser sends for Professor Monroe, an American.

Professor Monroe and his daughter Alice are taking leave of Alice's younger sister, Ruth, who is being educated in a Belgian convent. Professor Monroe has discovered a wireless invention, by means of which messages can be sent direct without being intercepted

Although Winslow Dodge, an attache of the American legation, holds first place in Alice Monroe's heart, one of her admirers is Rugert Graubel, an actor in the Royal Theatre. Graubel is ordered to impersonate the Kaiser, so that Wilhelm may attend to more important things while Graubel is appearing in his stead before the populace. The actor boasts to Alice of the honor that has been conferred on him. The Kaiser having demanded Professor Monroe's discovery, he apparently complies by bringing a package to court. However, it contains nothing more secret than the American flag, which the Kaiser in baffled rage unfolds. The scientist refuses to make known his secret, and with Alice leaves for Belgium.

In the meantime, scenes of horror have taken place in Belgium, and Ruth Monroe has fallen a victim of the Crown Prince. She is dying when her father and her sister reach her. As a party of German Soldiers passes, Monroe rushes out and denounces him. He is shot down. Ruth dies, and Alice swears vengeance. She returns to Berlin, in pursuance of her plan to wind Graubel around her little finger to reach the Kaiser.

He makes a partition of the countries of the world, giving one to each member of his council. To the Crown Prince he gives the United States.

A year later the Americans are in the front line trenches. Dodge is in the aviation corps. Graubel has introduced her to the Crown Prince. She follows him to Belgium and notifies Dodge to come with an aerial force when she gives him the signal. She returns to her lodging to receive the Crown Prince.

The Crown Prince informs her that his father, the Kaiser, is to meet him after midnight at a certain spot in the woods. He attempts to force his odious attentions on Alice, and avenging her sister, she kills him. She then gives Dodge the signal and he comes with an army of aeroplanes. Wilhelm is captured and imprisoned and then banished on a barren island. There his only associates are swine, since he is not fit to associate with human beings. He goes mad and leaps into the sea.

Arriving in hell, Wilhelm is greeted by Satan, who abdicates in his favor saying that the Kaiser's tortures are more fiendish than any he has ever been able to devise.

Arthur Hoyt, who plays an important part in "The Yellow Dog," Jewel Production's expose of German propaganda, has been appointed casting director at Universal City. Hoyt formerly occupied a similar position with the Tri-angle studios at Culver City.

Al Ray had two days' rest this week from the Ince studios, where he is playing opposite Enid Bennett in her latest Paramount feature, due to the cameraman, who received such a coat of sunburn that it was impossible for him to turn the crank of the camera. It was during the hot spell, so the cameraman didn't hurt the feelings of any of the players at all because working under lights on a stage with the temperature around a hundred degrees is not very pleasant work.



# TORONTO AND ONTARIO TOPICS

## KAUFFMAN IN MONTREAL.

Phil Kauffman, of the Monarch Film Co., Limited, spent most of the week in Montreal, and other eastern points lining up fall business for his company.

## ACTIVITY IN TORONTO

A visit to the various exchanges will one that a spirit of optimism prevails in trade circles concerning the fall outlook for business. At all of the exchanges plans are being mapped out and all arrangements being made to "go over the top" with the advent of the fall booking season. Several of the companies have formulated elaborate sales policies, and every effort will be made to cater to the needs of the exhibitor in Canada by giving him the right film at the right price. "The live-and-let-live policy" seems to be the sensible and logical policy.

## PRODUCTION OF FILMS AT C. N. E.

**Ontario Government Will Show Series of Educational Pictures at the Fair.**

The Ontario Government moving-picture operators have just returned to the city with a new series of moving-pictures dealing with production and conservation to be shown at the Canadian National Exhibition, where the authorities in Queen's Park will have at least two, and possibly three, moving picture shows in operation displaying educational films throughout the two weeks of the Fair.

## MISS LILA LOWE ROBBED.

**Globe Theatre's Bookkeeper Relieved of \$200—Arthur Vaughan Charged.**

A daring attempt to rob Miss Lila Lowe, of 115 Pembroke street, bookkeeper of the Globe theatre, 75 Queen St. W., Toronto, was frustrated by the prompt action of four detectives at 9 o'clock Tuesday morning. After taking the cash from the safe Miss Lowe started for the door when she was overpowered by a masked man, who pushed her up against the wall, grabbed \$200 and escaped through the rear of the place. Detective Jack McConnell arrested Arthur Vaughan after a short struggle as he was emerging from a lane into Richmond street. On a charge of robbery he was remanded a week.

## HERB WAS IN TOWN.

Herbie Jennings, manager of the Flower theatre in Ottawa, was in Toronto early this week conferring with Mr. Nathanson of the Regal Films, Limited. As usual, Herb. is bubbling over with optimism, and says that every little thing in the Capital City of Canada is looking bright.

## MR. JOHN F. WEBER AND MISS EVELYN SOLRELL.

We take pleasure in presenting to Digest readers this week two young people whom you would like if you could meet them personally. Mr. Weber and Miss Solrell claim New York as their home, but have been spending a good portion of the summer in Toronto. They were first brought to the Queen City to fill a musical engagement at the Regent



theatre, and they made a decided hit with the patrons of this high-class theatre. Both are singers of marked ability. Mr. Weber has done considerable work for one of the phonograph companies in the States, making baritone records, while Miss Solrell was formerly with the Henry Savage Opera company, and other musical organizations of continent-wide repute.

\*\*\*\*\*  
\*  
\* **Film Offerings in Toronto** \*  
\* **This Week** \*  
\*\*\*\*\*

### SHEA'S HIPPODROME.

"Ace High," with Tom Mix.

### MADISON.

"The Glorious Adventure," with Mae Marsh.

"Panthea," With Norma Talmadge.

### LOOEY'S.

"Shark Monroe," with William S. Hart.

### STRAND.

"The Only Road," with Viola Dana.  
"The City of Dim Faces," with Sessue Hayakawa.

### ALLEN'S.

"Hearts of the World," D. W. Griffith's propaganda film.

### REGENT.

"Friend Husband," with Madge Kennedy.

Upon the conclusion of the Regent, Toronto engagement, they were engaged by the management of the Oakwood theatre for one week. So pronounced was the success of the artists at the Oakwood that the management gave them a three-weeks' engagement. They certainly pleased the patrons of the Oakwood theatre, and helped to attract the crowds, despite the hot weather.

Mr. Weber and Miss Solrell are taking a much needed vacation, and have already made arrangements to take on a number of other Canadian engagements before returning to New York for the fall season.

## ENJOYING VACATION.

Mr. Harry Hallgarth, accompanied by Mrs. Hallgarth, and Miss Rita, have returned to Toronto after a pleasant vacation to Canadian and American points. Mr. Hallgarth, who is the genial door-man at the Regent theatre says that they enjoyed themselves. While in St. Thomas, Ont., Miss Rita appeared on the stage of a local picture house and gave one of her stirring recitations in connection with the showing of the picture "Lest We Forget." Harry says that he saw all the high spots in London, Ont., Detroit, Toledo, Buffalo, Cleveland, Niagara Falls, Richmond Hill, and Mimico. Unfortunately they didn't have time to take in all the sights at Mimico as the train didn't stop at that station.

## MAKING PICTURE FOR OAKWOOD.

The Adanae Film Co., Limited has finished the Oakwood Photoplay Contest, and work was commenced early this week on the production, which is to be featured at the Oakwood for two weeks after completion. Director Craft, who has charge of the big bunch of movie actor-candidates, has discovered some splendid screen talent, and is putting them through their paces in fine style. Craft says that he is going to pack a million dollars' worth of thrills, suspense, punch and pep into this picture—so much so that the Oakwood patrons who see the production will suffer from heart weakness induced by the excitement from viewing the picture on the screen. Craft is the man who filmed "The Hazards of Helen," the successful railroad serial, and consequently knows how to build climax upon climax.

## CHANGE IN THEATRE POLICY.

Hamilton, Ontario will have no burlesque during the coming season as moving pictures have succeeded the usual attractions at the Savoy theatre, the only burlesque house in town. Manager Stroud has been presenting pictures since last June, but he has finally decided to continue with pictures throughout the coming winter.

# Toronto Film Folk Again Pay Visit to Big Convalescent Home

**Allen Theatre Organization  
and Friends Motor to Whitby  
and Bring Cheer to Re-  
turned Soldiers**

It's getting to be a part of the work of the Toronto film men to bring joy and happiness to the soldier laddies at the Whitby Ontario Military Convalescent hospital. On Sunday last over one hundred people journeyed over the roads by gasoline power. The entire affair was under the auspices of the Allen theatre, Toronto, and as usual, it proved to be another big success from every viewpoint.

The party left the Allen theatre Sunday morning bright and early. Upon arrival at Whitby a substantial dinner was served, which demonstrated the hospitality of the soldiers and officials in charge at the big military hospital. They extended a hearty welcome to every member of the party, and made them feel at home.

Upon the conclusion of dinner the visitors were shown throughout the various hospital buildings, and the owners of the motor cars that brought the party to Whitby filled the cars to overflowing with patients of the hospital, and took them for a delightful ride to the pretty city of Oshawa and return.

Then came the ball game between a team representing the hospital, and a team picked from the Allen theatre organization. The theatre boys were out to win as they suffered defeat at the hands of the hospital team about a month previous. During the first few innings the hospital team gained a five-run lead, due to loose playing on the part of the theatre team. However, the Allen crowd managed to get on to Duffon's curves, who was in the box for the soldiers, and with the bases full, Wally Green, publicity purveyor for the Allen theatre, managed to connect for a three-bagger amid great joy from the rooters for the Allen ball team.

In the eighth inning the theatre men managed to tie the score making it nine-nine. Both teams were able to score two runs in the tenth inning, and errors on the part of the hospital team in the eleventh inning were responsible for two runs for the theatre team. Harry Freeman was able to strike the opposing side out, and the game was won for the visiting team by a score of fourteen to eleven.

Immediately after supper the party adjourned to the hospital theatre, where a large audience of the returned men saw the great war film, "Hearts of the World." During the showing of the picture the Allen theatre orchestra which was brought down for the occasion played for the picture, and helped materially to make the occasion one long to be remembered by those who witnessed the showing of the picture.

Needless to say the boys enjoyed the picture immensely, and many times, the applause threatened to raise the rafters on the roof, and split the shingles.

Before the start of the picture Mrs. Stein entertained the returned men with

vocal selections, and "Luigi" Romanelli, leader of the Allen orchestra brought down the house with one of his famous violin solos. Major Archibald on behalf of the inmates of the hospital made a presentation of a silver plaque to Messrs. B., Jule, and J. J. Allen in appreciation of the many kind-favors which these men have rendered to the hospital. The Allen organization is supplying film without charge for the amusement of the boys practically every night in the week.

## "INSIDE THE LINES" STIERED NEW YORK.

**Sensational Stage Success is Made Into  
Corking Good Photoplay.**

Inside the lines," with Lewis S. Stone, one of America's best actors, and Marguerite Clayton in the cast will be a coming World release.

World Pictures, the distributors of

this great play, grasped the opportunity of showing the picture-going public just the sort of a picture they wanted. The German secret service has worked in many parts of the world, but never so successful as on American and English territories, and the workings of the spies are shown in this picture.

In this great picture the military tactics of the German plotter is exposed. In the case of the governor of Gibraltar, he never knew that his body servant was an envoy of the German horde and that the man owning the wonderful hotel overlooking the harbor of Gibraltar was on the payroll of the German Wilhelmstrasse.

It is a picture with a thousand and one thrills in it. An American girl meets a supposed German spy, and although she loves him she thinks she will have to expose him until he finally discloses himself as an English Government agent in the role of a German spy.

Theda Bara thinks "When a Woman Sins" is one of the best plays she has ever enacted. "It is helpful to girls," said the famous star, "and that is the kind of the play which I would rather do."

## REGISTRATION COUPON

*Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?*

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .

# MONTREAL AND QUEBEC NOTES

Quebec — L'Action Catholique, the official organ of Cardinal Begin, published in this city, is running a series of articles entitled "Censors and Cinemas." A few extracts from the first of these articles will be of interest to exhibitors all over Canada as showing to what lengths an ignorant and bigoted opinion can go in its description of what is undoubtedly a great force for good, though it has as undoubtedly its bad side upon which this paper lays special stress.

"The annual production of the cinematographic industry is from ten to twenty thousand films," says L'Action Catholique, "in the United States, the country from which Canadian moving picture theatres draw their supplies. It is an enormous figure and to it must be added a circulation still more enormous. Now, it is a known and admitted fact that the majority of these films and even the very great majority are reprehensible in character and ought only to be shown after being largely cut out, or rather they ought not to be shown at all."

After comparing these films to a devastating flood, a pestilence and a contagious disease, a diabolical system of corruption en masse and of universal contamination, L'Action Catholique suggests a preventive system of censorship under which the censors should be authorized to call before a police tribunal all the views which are intended for the territory covered by their jurisdiction. Then it describes the system in vogue in Chicago and advocates the same here. In other words it desires to see the censors endowed with the powers and functions of a morality squad. Incidentally it hints that the Montreal censorship is by no means all it should be.

So, Mr. Exhibitor, you see that, bad as your lot is in the Province of Quebec it might be a long sight worse if the forces of bigotry and intolerance could revive the Torquemada touch once more in these regions. Happily their sting has long ago been drawn.

Montreal—I have been the recipient of late of sundry complaints from exhibitors asking for publicity on the matter of the exchanges. One well-known exhibitor here was held up until practically Saturday morning for his advertising matter, and even though he made his usual Saturday announcements in the press, he was not sure up to the last moment whether he would be able to redeem his advertised promise and show the film he had ordered nearly a week earlier. This is pretty bad business for the exchange man. It is a sure thing that this particular exhibitor is not going to take similar chances in future and he will mark this exchange off his list, no matter how good a picture they are offering.

The recent hot spell has made the exhibitors here exceptionally busy over questions of ventilation. There are at any rate three houses in Montreal where

patrons are certain of keeping cool, no matter how fierce is the heat outside. These houses are Loew's, the Imperial, and the New Grand. At the latter, after a weary wait of months, the ventilation plant from the States at last made its appearance and George Rotzky went ahead with installing it in double quick time. The immediate benefit was soon apparent in the increased receipts, although George has had little to complain of from the box-office point of view this year.

So successful has been the Canada-made film showing local men and scenes at the Theatre Francais here that it is to be carried on for another week. This makes the third week in succession that "The Scorching Flame" has been exhibited at this house in aid of the Firemen's Benevolent Association and there have been packed audiences every afternoon and evening. Doubtless the firemen's friends and themselves have helped swell receipts, but that doesn't entirely account for this remarkable success. Boys, there is money, and big money, in the home-made film if you get a good producer to go into it for you.

A new theatre, the Olympia, has been opened in Verdun, a suburb of Montreal, not the shell-swept one.

The Circle picture theatre on Main street has changed hands and is now called the Parisiana. Though it is spelled in big letters, "Pariseana," there is, we are assured, nothing-else-wrong about it.

Picture theatres all over Montreal have shown a big increase in business all round.

The Star is being re-modelled from cellar to garret and will be practically a new house when all is over.

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

## LOEW'S.

"The Soul of Buddha," Theda Bara.

## IMPERIAL.

"The House of Silence," Wallace Reid; and "Uncle Tom's Cabin," with Marguerite Clark.

## NEW GRAND.

Masks and Faces," with Sir J. F. Robertson and all-star cast.

## STRAND.

"Ace High," with Tom Mix.

## HOLMAN.

"Face Value," with Mae Murray.

## TIVOLI.

"We Should Worry," Jane and Katherine Lee.

"The Dream Lady," with Carmel Myers.

The Rialto theatre has once again closed its doors. It will re-open in September with Jewish stock from New York. Good-bye, a long good-bye, to cheap re-issues and Turkey vaudeville at this house!

Mr. A. J. Flanagan, of the Princess, Farnham, Que., was in town last week. He too claims that business is looking up.

Mr. Thuot, another picture man from St. Johns, Que., was in town last week giving the exchange's fall programmes the once over.

The Liberty, a theatre with a chequered career is dark once more. Somebody's guilty of Liberticide. Next time, call it freedom; it sounds better.

The Victoria is being dismantled and will be made over into stores. "Oh, Hell, where is thy Victory," seems an appropriate hymn in this connection.

The Bijou, Verdun, is another that has succumbed to infantile paralysis or summer complaint. It is closed anyway until the fall.

The twentieth link in the chain of Jule and J. J. Allen theatres in Canada will open in Notre Dame de Grace, Montreal, on September 2nd under the name of The Allen Theatre and not the Majestic as was first intended. This is the announcement that is posted outside the theatre.

The First-run Picture theatre in Westmount, the Majestic, run in the interests of the Allens will open around September 16, with "Hearts of the World" the big Griffith's production.

Another Allen's picture house, the Royal Alexandra, opened to-day at Lechene, a western suburb. This is the house that was burned down last spring.

Charles Stevens who recently resigned as general manager of Superfeatures, Ltd., here, together with Peter Griffin, Arthur Cohen, Douglas Cooper, and "Bud" Lennon, who have formed the new Rialto Film Co., Ltd., were in Montreal last week securing new offices for this company which will start business immediately.

Broadway ideas don't go on St. Catharines street, Montreal. Mr. Nathan who has been recently co-operating with Harry Pomeroy in the Holman theatre put up expenses without a corresponding increase in receipts. The word has now gone forth to cut out the frillings and the Holman will soon be minus an orchestra. After all, patrons go to a picture theatre for pictures, not for concerts.

(Continued on Page 22 Column Three)



# Goldwyn Pictures

With a galaxy of stars that mean for the  
Canadian Exhibitor business prosperity.

COMING  
"THE TURN OF THE WHEEL"  
WITH  
GERALDINE FARRAR

---

## Select Pictures

The Exhibitor cannot go wrong on Select,  
with such truly great box-office magnets as

Alice Brady  
Clara Kimball Young  
Constance Talmadge  
Norma Talmadge  
Marion Davies

### MONARCH FILM COMPANY Limited

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL

Be sure to mention "MOVING PICTURE DIRECT" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

# PATHE



**IT'S PATHE'S TWENTIETH SERIAL**  
and it's GOT to be a serial for  
Pathe to be proud of and it is!

## **RUTH ROLAND** in the smashing sensational Western Serial **HANDS UP**

It profits by the experience gained  
by its nineteen money-making pre-  
decessors. It is smooth, harmonious,  
lavishly produced & always exciting.  
It is a box office delight! Produced by Astra  
Written by Gilson Willeys. Directed by Jas. Horn  
**COMING SOON!!**

# SPECIALTY FILM IMPORT Limited

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



**W**E WISH to thank the many Exhibitors who have made arrangements for our new programme to be released beginning September.

We were positive that productions from well-known plays featuring—

**FANNIE WARD  
FRANK KEENAN  
MARY MILES MINTER  
WILLIAM RUSSELL  
MARGARITA FISHER  
MRS. VERNON CASTLE  
BRYANT WASHBURN  
BESSIE LOVE and others**

would appeal to Exhibitors anxious to increase their receipts.

**ARRANGE FOR DATES NOW---One Feature Weekly**

---

## **The British War Office Official News**

is being shown in most theatres, but we want it in every one in Canada—Have you tried a few? Do it now and convince yourself of the value of one on your regular programme.

---

**Branches:**

**ST. JOHN  
TORONTO**

**CALGARY  
MONTREAL**

**VANCOUVER  
WINNIPEG**



# =26= TRIANGLE RE-ISSUES

Re-edited---New Paper---New Prints

You can book these at program prices. Every one a money-getter for your box-office---

They are the best pictures of the Following Stars---

Douglas Fairbanks

Wm. S. Hart

Norma Talmadge

Dorothy Dalton

Charles Ray

Dorothy Gish

Billie Burke

## REGAL FILMS LIMITED

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

## MARITIME PROVINCE MENTIONS

### Halifax Theatres Have a Grievance Against Halifax People

Halifax theatre managers, who pay heavy taxes and spend tens of thousands of dollars a year for the upkeep and development of the city, and who provide amusement and instruction **All The Year Round**, feel aggrieved at the action of a certain number of Halifax people who are said to have guaranteed to the amount of \$1,000 or so the promoters of the Chautauqua series of shows and lectures against loss on their Halifax visit. The sentiments of the Halifax theatre men are expressed by W. H. Golding in the St. John Globe, which follows:

Sir,—I am wondering if the syndicate of St. John business men who have been induced to guarantee a large amount in order to have a tent show play here for a week or more in the near future, realize that in these money-scarce times they are doing the established and struggling entertainment enterprises of the city a grave injury. Not that the coming show is unworthy, nor that it is unknown, but what of the payrolls of local theatres, the undiminished expense, while this itinerant lecture and vaudeville troupe plays here? Would the Board of Trade and Rotarian gentlemen who have been canvassed to guarantee this outside venture be willing to pay the shortages of well-conducted theatres so long established here, during the run of the tent show? Will they assist some of the smaller theatres, now barely existing? Will they give employment to those who are being carried along now at a loss? Will these gentlemen—our commercial home defenders—be angry if local theatres import all their furnishings and supplies from T. Eaton or other mail order houses? Do they appreciate the business theatre workers are giving them year in and year out? This little letter is not offered in a whining way, for the theatre I represent is big enough to stand its slump times, like all well-financed organizations, but I deprecate very much the willingness of supposedly sound business men to finance an outsider's scheme for making a lot of money off this town at the next-to-ruinous expense of established tax-paying and over-burdened enterprises of the same nature. Considerable of the Vaudeville to be put on here in connection with the coming show has already played local theatres and some of the lecturers have been heard here too. So where is the extraordinary thing that calls for local support? Local theatres are doing all they can possibly do for patriotic purposes, and to let a travelling show throw a sprat to catch untold concessions in discrimination against faithful year-round local houses would be most unfair. Will the gentlemen back of the scheme please explain?

And why the Board of Trade rooms as an advertising depot?

WALTER H. GOLDING,  
Imperial Theatre.



**BERT LYTELL**

A well-known American screen actor

The date for the "Talk it Over" meeting between the Exchange Managers' Association and the exhibitors has been set for August 26th and invitations will shortly be sent to the exhibitors. It is hoped that the discussions will be helpful to both and will clear the air concerning the aims and objects of the Exchange Managers' Association.

Miss Maybelle Cole, accompanied by her mother has returned from Woodstock, where she was playing at the Hayden Gibson theatre (now under the management of Steve Hurley), and is at the Unique theatre, St. John. The Woodstock paper spoke very highly of Miss Cole's accomplishments, not only as a pianist, but as a poetess. They printed several of her verses in the Sentinel.

The Chautauqua was forced to pay both war tax and the license fee of ten dollars per day. The superintendent Miss Hamilton, spoke publically of the treatment received, but as out of the twenty-two items on the programme, thirteen were of the amusement variety, they did not seem to have much ground for exemption. They argued that Mr. Golding should not have objected to them as an outside enterprise as the Imperial is a Keith theatre, but in a letter to the press Mr. Golding pointed out that the Imperial pays large taxes in St. John, has a large pay roll and leaves a great deal of money in the city as well as being a valuable asset to any town. Public opinion was certainly on the side of the St. John theatre as the Imperial is the centre of every patriotic effort and it was felt that Chautauqua did not make good its claim as being purely educational.

Albert Hayden died last week at Woodstock. Mr. Hayden was half owner of the Hayden Gibson theatre now owned by F. G. Spencer, of St. John.

Mrs. McKay, of St. John, has been engaged as pianist at the Prince Edward theatre, Charlottetown. (F. G. Spencer's theatre.)

### UP-TO-DATE THEATRE IN FREDERICTON.

The Gem theatre, Fredericton, under the management of Mr. C. F. Stowe, is probably the first in the Maritime Provinces to provide facilities for photographing regularly matters of local interest, and projecting them on the curtain while still fresh in the public mind. Mr. Stowe states that the Gem's Pictorial Weekly will shortly be one of the most interesting portions of the weekly programme. Recently a school parade and a garden party on the grounds of Lord and Lady Ashburnham were very successfully photographed and will be seen on the screen at the Gem in a few days. The printing and developing of the film is all done at the Gem and the enterprising management expect to develop this feature in a manner which will compare favorably with similar enterprises in larger cities.

Virginia Pearson has just created a new style of personal adornment which already is having considerable vogue in New York. Miss Pearson discovered the formula of a powerful preservation. She soaks her favorite flowers in this over night, dips the flower in gold dust and wears to suit.

The greatest assemblage of wealthy persons in the history of this country is said to have resulted from a swimming exhibition given by Annette Kellerman at Bar Harbor, Me., during the filming of "Queen of the Sea." It is estimated that the gross resources of the millionaires present totaled \$400,000,000.



# STORIES OF THE PLAYS AND PLAYERS

## NORMA TALMADGE PRESENTS AN AMERICAN GIRL IDEAL.

Portrays Wholesome Type in her Latest Select, "Her Only Way."

One of the truest types of the real American girl ever shown on the screen is portrayed by Norma Talmadge in her latest Select production, "Her Only Way," in which she is presented by Joseph M. Schenck. For the first time during her long career in motion pictures Miss Talmadge has a role which calls for a faithful delineation of the true American girl from the average American town. There are no furs or frills in the picture; nothing but honest unaffected portrayal of an American girl of sterling worth and irreproachable character.

In many of Miss Talmadge's other roles on the screen she has depicted parts familiar to metropolitan life. In "The Safety Curtain" she was a music hall dancer, in "Ghosts of Yesterday," she was a cabaret singer and performer, while in "De Luxe Annie," she plays the part of a refined crook. Again, in "By Right of Purchase," Miss Talmadge was a fashionable society girl, but in "Her Only Way" she is just a simple, sweet ward of a fairly well-to-do family in an average sized American city.

## ALICE BRADY'S DANCING CAUSES SENSATION.

Performance in "The Death Dance" a Remarkable Exhibition of Virtuosity.

Not since the days of Carmencita has a dancer charmed her audiences as will Alice Brady in her latest Select Picture, "The Death Dance," which is now being given first run showings in the larger cities of the country. While this statement will undoubtedly cause a distinct sensation among those who have never connected Miss Brady with professional dancing, her performance of a difficult Spanish dance during certain scenes of "The Death Dance" is certain to call forth unlimited praise for the feat which this versatile actress has accomplished.

The plot of Miss Brady's latest picture hinges about a dance which a Spanish dancer performs in a Broadway cafe. Damia, the character which Miss Brady portrays, is that of a famous dancer who is dining in the cafe. Her former lover is one of the entertainers, and as he enters into the rhythmic motion of a dance which they formerly executed together, the young girl jumps from her table and rushes into his arms. Together they whirl rapidly from one set to another until her partner whips a knife from the folds of his blouse and is about to plunge it into her heart when he is restrained.

When Miss Brady and her director J. Searle Dawley, first read the script of the photoplay, Mr. Dawley advised Miss Brady to allow a professional dan-

cer to double for her. But, characteristic of her enthusiastic professional spirit, versatile Miss Brady refused to listen to any such proposal. She declared that she would either be allowed to play the entire part, including the difficult dancing scenes, or she would not appear in any of the picture.



## O. HENRY FOR SEPTEMBER.

Pleasing Short Length Broadway Star Features Include "Transients in Arcadia" and "Tobin's Palm."

As a fitting celebration of the fifty-fifth anniversary of O. Henry's birthday in September, General Film will release two of this author's most intensely amusing satires upon human nature. The subjects are "Transients in Arcadia" and "Tobin's Palm." Both stories have a New York atmosphere. The former is located in a fine, dignified old down-town hotel, believed by O. Henry experts to have been the Astor House. The other story, "Tobin's Palm," has a setting partly at Coney Island and partly in the Chelsea and Greenwich village sections of the city.

These two-part releases, "Transients in Arcadia," Sept. 14, and "Tobin's Palm," September 28, are expected to be worthy successors to the recent O. Henry bookings at Rivoli, New York. They alternate as Broadway Star Feature releases with the Wolfville Tales by Alfred Henry Lewis. The first of these for September is "The Wooing of Riley" with Kate Price and Otto Lederer in the leading character parts, it being a comedy, with, as usual, a touch of drama.

Monroe Salisbury, star of "That Devil, 'Bateese,'" and many other distinct Bluebird photodrama successes, says that nearly half of his "fan" letters ask the same question:

"What nationality are you?"

In this regard Salisbury has them guessing. His characterizations are so vivid that his appearance in pictures like "The Savage" stamp him as an Indian. But in his latest success "That Devil, 'Bateese'" he stars as a French-Canadian and with such realism that French-Canadian fans are hailing him as a long-lost nephew.

The name, Monroe Salisbury, as it appears in 26-inch letters on billboards through the country, is unmistakably British in its origin, although the owner thereof can pass for anything but a Fiji islander; and he has never even tried that.

Alfred Allen, the veteran actor, who has an important role in "The Yellow Dog," was entertaining some friends from the dry zone of the middle west the other night, and took them to a cafe in the outskirts of Los Angeles.

A fellow actor of Allen's ordered a greenopal cocktail.

"Oh, let me have one too," cried one of Allen's lady guests. "I got a pearl out of an oyster once and if I get an opal out of a cocktail I can have a nice ring made out of the two."

Ralph Graves, who was featured in Maurice Tourneur's "Sporting Life," and who came to Universal City to assume an important role in "The Yellow Dog," has been cast as Mae Murray's leading man in "The Scarlet Strain," the new production in which she is working under the direction of Robert Z. Leonard.

Betty Schade, Harry Carey's new leading woman, is a war bride in earnest now. Her husband, who has been stationed with the Coast Artillery at Fort McArthur near Los Angeles, where she could see him every week, has been transferred to an eastern cantonment, and Betty has only her bull pup for consolation.

Dorothy Dalton, the Thomas H. Ince star, has returned to Hollywood, Cal., not with trunkfuls, but with a whole baggage car loaded with the most ravishing gowns in which she will spread heartaches and envy throughout the feminine world in forthcoming pictures. The first of these is to be a Paramount picture adapted from the story by H. H. Van Loan by C. Gardner Sullivan.

A noteworthy feature in connection with Enid Bennett's next picture for Paramount, the settings for which will be largely Hawaiian, is that the production will be directed by Fred Niblo, husband of the star. Mr. Niblo played the leading male role in the picture Miss Bennett recently completed. In the new picture Jack Holt will appear as leading man.



# ADVANCE NOTICES FROM THE EXCHANGES

## GLORIA JOY MAKING GOOD.

**Fourth of Oakdale Productions Already Finds Child Star Established.**

Gloria Joy makes her fourth appearance in an Oakdale production in "The Midnight Burglars." It represents the little star in perhaps the most sympathetic and appealing role in which she has yet appeared, and is expected by General Film to duplicate the success won by the earlier subjects. Neil Hardin, Ethel Ritchie, Ruth Lackaye, Charles Dudley, Daniel Gilfether, Frank Erlanger, and other well-known players appear with Gloria Joy. Bert Ensminger directed.

In "The Midnight Burglar" a little child takes a hand in her mother's charity work and brings about a complete revolution in the slum district of the city. Mary Lee visits the tenement district to disburse some of the money she has collected for the poor and becomes lost. She makes her way into the home of a poor tenant named Jones who lives in a run down building owned by Marylee's father. Finding the mother of the family ill, Marylee attempts to help, and, despite her good intentions, brings about complications which are often amusing, especially where she attempts to prepare a young live pig for the roasting pan. Marylee is stricken with an illness contracted as a result of the faulty plumbing in the building and a doctor discovers her identity.

Two more Oakdale Productions are promised, making a total of six to comprise the present series. For a newcomer to stardom, little Gloria Joy is reported as making good beyond expectation.

## ADVERTISING "TO HELL WITH THE KAISER."

In advertising "To Hell With the Kaiser" remember that this is the production which shows your audiences what they want to have happen to the Kaiser and his devilish crew.

We recommend the use of paper in quantity. The line of paper is exceptional, every sheet of it has a punch, and you will do well to go after big business for this production in the biggest way.

"To Hell With the Kaiser" justifies its advertising because it is a sensational picture that grips and holds your audiences. You will find that it is a repeat picture as well as a production for long runs.

Get back of it, push it and it will break your clean-up records.

Remember.

The name of the production is the best advertisement. Play it up again and again. Read this sheet carefully—it has all the material you need but you must push it hard to get the results you are entitled to.—From the Metro Press Sheet.

Eddie Laemmle is now assistant director to Jack Dillon, who is making Edith Roberts' new Bluebird production, "A Billion in Beans." Two nights a week Eddie can swell up and lord it over directors, director-generals, and stars, for on those two nights he is an officer of the Hollywood Officers' Training School, where said directors, etc., are for the most part mere buck privates.



Being released by Regal Films Ltd.

## REPORT EBONIES GAINING.

Recent bookings of the Ebony Comedies have increased impressively at its exchanges, it is stated by General Film Company, which is distributing these releases. The humor of the colored players is described as "catching on and is demonstrating a merit above sheer novelty."

The current Ebony release is "When You're Scared, Run." It has to do with the mishaps of a droll character who wanders into a prize fighter's training camp.

## LOCKWOOD COMPANY MOVES TO NEW STUDIO QUARTERS.

The Harold Lockwood company, one of Metro's producing units, has changed its base of operations and has moved from the Bacon Backer studios, which it occupied since its arrival in the east early last month, to the Sanger studios at 134th street and Park avenue, New York, where it will remain for the balance of its eastern stay.

The company is at present engaged in putting on the final scenes of Metro's screen version of the stage success, "Pals First," prepared by Lee Wilson Dodd from the novel of the same name written by Francis Perry Elliott and published by Messrs. Harper and Brothers. Edwin Carewe, managing director of the Lockwood organization, is staging the vehicle.

## SELECT OFFICES "COME ACROSS" FOR UNCLE SAM.

**Nearly Every Select Office in the United States is Represented in Army or Navy.**

With scarcely a break in the line, Select Pictures Corporation's long list of offices throughout the United States responded to Uncle Sam's call for men. Salesmen, bookers and clerks have laid away their contract blanks and pencils and are now either ploughing their way over the shell strewn fields of France, or training in the various camps of the country preparatory to their big task "over there."

Not a few of the members of Select's busy family abandoned their office duties when the United States first entered the struggle and many others, who were at that time rejected, have since been accepted in the selective draft.

San Francisco leads the list of Select's branch offices to be represented, with five members of the staff in the service. Following close on the heels of the busy western metropolis are the home office in New York, with three stars in its flag, Omaha, Washington, D.C., and Pittsburgh. Atlanta answered the call with two men and an equal number have been sent from Cleveland, Boston and St. Louis, while Chicago, Buffalo, Kansas City, Dallas, Denver, Minneapolis and Los Angeles have each sent one.

## "PALS FIRST" TO BE RELEASED BY METRO AS SCREEN CLASSIC.

**A Few Scenes to be Taken to Complete Production.**

In fulfillment of its recently announced decision to promote Harold Lockwood in the special attractions class, Metro announces that it will release the newest Lockwood feature, "Pals First," under the banner of Screen Classics, Inc. The picture has been in course of production under the direction of Edwin Carewe since the Lockwood company's arrival from the Coast early last month, and as only a few scenes remain to be made the film soon will be ready for release.

The vehicle is an adaption of the stage success "Pals First" prepared by Lee Wilson Dodd from Francis Perry Elliott's novel of the same name, published by Messrs Harper and Brothers.

Harold Lockwood has a congenial role as Danny. His large cast includes Rube de Remer as Jean Logan; James Lackaye as Dominic; Richard R. Neill as Dr. Chilton; Frank DeVernon, Anthony Byrd, Pauline Dempsey, Walter P. Lewis, and Rollo Lloyd.

Advertising may not always begin with a Capital; but it will always capitalize your theatre.

# LOBBY DISPLAY DEPARTMENT

Conducted by  
ARCHIE LAURIE

## Make Your Lobby Work For You!

### A Little Talk With M. Kashin Who Has Demonstrated His Ability to "Cash In" With His "Show Window."

During a recent conversation with Mr. M. Kashin, who just lately assumed the direction of the Broadway theatre in New York, the writer absorbed considerable logic concerning the successful management of a modern motion picture theatre, but the one Kashin axiom sunk in deep was this: "No theatre manager can be a real success who does not consider the exhibition of motion pictures as a profession." And the fact that Kashin started out ten years ago with that theory as a foundation is no doubt one of the reasons why he is rapidly gaining recognition as one of the real constructive forces in the exhibition end of the industry to-day.

Kashin became interested in motion pictures in the old one-reel, grind-'em-out and get-the-money days. When the other managers were content to use one sheets in their lobbies because there were no "threes" and "sixes," Kashin went the opposition just one better by calling in an artist and providing his own — and when the other fellows followed suit he started something else.

Although most exhibitors have just learned recently that people shop for their entertainment, Kashin has known this fact from the start and has turned his knowledge into dollars by always providing something to attract the shopper's attention; to create a desire on their part to see the entertainment within. And knowing that permanent success depends on making good every advertising claim, Kashin has always been careful to have his entertainment equal to or better than the impression created in the lobby.

As an exhibition specialist, Kashin has been called in at the crucial hour in the career of many a failing theatre, in widely different localities and under varied conditions, and to date he has never lost a case.

His methods first came to the attention of the trade in general in Canada where he still has several successful theatres under his control. A short time ago he undertook to resuscitate a small six-hundred-seat house in Brooklyn, despite the fact that the alleged "wise ones" told him it couldn't be done. When Kashin took the house over it was being operated on a daily change basis at five cents admission, and running at a loss. The same theatre, under Kashin's direction, is now operating at fifteen cents, changing pictures twice a week and doing capacity a greater part of the time.

Perhaps the best insight to the Kashin methods and how they work out in actual practice may be gleaned from a description of his general campaign on Metro's "To Hell With the

Kaiser," which marks his introduction to New York's theatre "shopping" district.

Kashin's experience has proved that a theatre cannot draw all the business possible unless the attraction is advertised from every angle possible. When Kashin speaks of lobby displays, he includes everything "from the sidewalk to the screen." He believes not only in getting the crowd in but in making good with his audience after they are inside; that after all, the screen is the nucleus of picture theatre entertainment and that no advertising, it matters not how effective, can be a permanent asset unless it is backed up in its fullest sense.

The cost of Kashin's lobby and interior decorations on the Metro production runs into figures that are almost staggering but—the outlay has been more than offset by the results obtained, the actual box office receipts for the first day of the engagement amounting to more than those of the entire previous week, at the same scale of admission prices. Exhibitors in smaller cities who think that Kashin's ideas are out of the question in their community might be enlightened by the fact that he has also operated theatres in smaller cities where he has done the same proportionate business at an actual outlay of \$15 and less on an attraction. It isn't so much what you spend as how you spend it.

The central display in the Broadway lobby is a dismantled throne; the throne chair is overturned and the scepter and crown placed haphazardly at the base of the display. A small card in the centre of the display reads simply, "To Hell With the Kaiser." The entire lobby interior is draped with old rose velour, the hanging folds serving as a rich background for thirty or forty inch gold frames containing colored enlargements of scenes from the production.

The art glass doors which separate the lobby from the foyer have been heavy gold pillars hiding the casings. Between these pillars old rose curtains of velour are hung, being brought over to the pillars in folds and held by heavy gold cord. All during the performance and prior to the sale of tickets, four U. S. Marines, in dress uniform, tsand attention at each one of these portals. The entire display is dignified and impressive. Many men voluntarily remove their hats upon stepping inside the lobby to purchase their tickets.

In the foyer the same general color scheme has been carried out, old rose and gold predominating. The young lady ushers are clad in the costumes of each of the allied nations the head

usher or captain being attired as Miss Liberty.

The stage and proscenium is decorated with the national colors and a cluster of the allied flags in the center, while at either side, the boxes nearest the stage are curtained, concealing an effect which is not revealed until the close of the picture.

After the overture, the curtain rises on a setting representing a scene behind the lines in France at dawn. A bugler sounds the reveille, and a detachment of U. S. Marines march in and stand attention. Next come the color bearers with the flag and the bugle sounds "Salute," after which the Marines step into "V" formation with fixed bayonets. Next they start singing "Over There," marching down the running boards at either side and through the audience to the front of the house, after which the theatre is darkened and the picture started.

At the close of the picture the final scenes depicting the Kaiser entering the gates of Hell, the curtains in front of the boxes are parted, revealing a vivid effect matching the scene in the picture, the flames being reproduced by electric fans and red silk, with live steam representing smoke and red lights lighting the entire setting from below.

Kashin's method of co-operating with the marines is also interesting. As the government has taken over nearly all of the most desirable billboard locations in New York City for recruiting posters and various other war propaganda, Kashin made the Marines the proposition of shouldering the entire expense of billing the city with their posters if they would consent to his using a part of their space in exploiting his attraction.

This they gladly consented to do with the result that Kashin has obtained billboard locations that, since the war, have not been available to any other theatre manager. The cost of posting the Marine posters ran well into three figures but Kashin, in turn has "To Hell With the Kaiser" billed in the most desirable locations in New York City.

In addition to billboards and newspaper publicity, Kashin is using a large float on an auto truck, which travels over the entire business section of New York each day. This represents the Kaiser's grave, with "To Hell With the Kaiser" on the tombstone and "Gott Mit Uns" on a placard stuck in the mound. The name of the theatre and the attraction are carried on a panel overhead, about eight feet from the body of the truck.

From Wid's, New York.

Victor Sutherland, a player in the company which staged "The Liar," is going around in a surgeon's plaster as a result of a realistic fight before the camera with Edward F. Roseman, another film actor. Three of Sutherland's ribs were broken.



## Additional Toronto and Ontario Topics

### THEY TREAT 'EM RIGHT.

"I believe that Digest readers should know how the Regal Films, Limited, treat its employees," said a Toronto exhibitor the other day. "I understand that every Regal employe in Toronto is given a week's holidays with his salary in advance, and told to go away and enjoy himself. There is no other exchange in Canada who treat their employes as liberally as the Regal" declares this exhibitor who evidently knows what he is talking about.

### McKENNY FORGING AHEAD.

Mr. J. R. McKenny, who succeeded Mr. F. R. Lennon, at the Toronto head office of the Canadian Universal Co., Limited, has been with the Universal organization for the past three years, and during that time has gained a splendid grasp of the film situation. His first work was that of special representative, then manager of the Bluebird Photoplays department, and later manager of the State Rights department. Later he was close to Mr. Hague and Mr. Lennon introducing such big features as "The Kaiser, the Beast of Berlin," "The Price of a Good Time," etc. During his time with the Universal Mr. McKenny has received various offers from other film companies, but has decided to stay with the Universal. He is well known to the various exhibitors throughout the province, and has proven himself to be a clever and capable salesman.

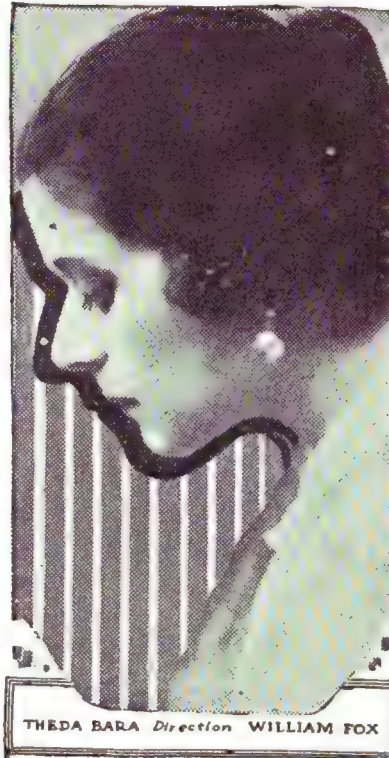
### NEW SUDBURY THEATRE.

A beautiful theatre has just been completed and opened in Sudbury, Ont., It is to be called the Regent, and is said to be one of the cosiest, small-town theatres in the province. The seating capacity is 420, and every seat is upholstered in leather. There will be three changes of bill weekly, and a five-piece orchestra has been engaged to manufacture sweet strains of music. The projection equipment calls for an Aeme screen, and two Power's Six B machines. The prices are 15 and 25 cents. Mr. F. C. Gregory, who has been connected with various theatrical enterprises for the past ten years, has been appointed manager of the Regent, and he is the right man in the right place. The Regent was formerly opened week of August 5th, and The Digest extends to Mr. Gregory its best wishes for a successful career.

### AUGER VISITS TORONTO.

Mr. E. Auger, eastern division manager of Vitagraph, of New York, was in Toronto this week in connection with the fall plans and policy of the Vitagraph in Canada. He held sales conferences at the Toronto office of the Vitagraph in the Hermant building, and talked over matters with Manager Barrett and Mr. Droy. Mr. A. M. Wilbur, Vitagraph's branch manager at Winnipeg was also in attendance at the conference. Prospects for Vitagraph busi-

ness in Canada for the coming fall looks decidedly good, and the class of film that this company is prepared to offer the Canadian exhibitor, together with a fair sales policy, should assure them of good business. The new Vitagraph serial, "A Fight for Millions," is going big throughout Canada, according to Vitagraph officials.



### "HEARTS OF THE WORLD" ORCHESTRA.

One of the pleasing features of the Toronto presentation of "Hearts of the World" at the Allen theatre is the music which accompanied the showing of the picture. The Allen theatre orchestra, under the skilled leadership of "Louie" Romanelli, helped much to make the presentation of the picture a success. In "Hearts of the World" the opportunity for the effective use of music is wonderful, and the Allen theatre musicians certainly took advantage of all their opportunity. They made the picture throb with life. Every mood of the various characters on the screen was faithfully reproduced in music by Romanelli's skilled crew. They should be given credit for much of the success of the Toronto presentation.

The demand for the Emerald Comedies has been such as to keep all prints constantly at work, says General Film Company. The first two releases, "The Burglar Man" and "The Handy Man" are proving to be among the most widely booked single reel releases.

Baby Marie Osborne is a very happy little girl for the last four days. Some time ago she lost one of her front teeth and ever since she has been very conscious of the fact. Four days ago she made the discovery that a new one had peeped through and direct to her father's office she ran to show him the valuable pearl.

## Actors Make the Best Directors

By Elmer Clifton.

Some day I may have a desire to act again, but not just now, I am too much in love with my present occupation, directing that charming and clever little star, Dorothy Gish.

I am very glad I was an actor though for many reasons.

One of the most important attributes of a director is to be able to inspire confidence in his artists; once that is established, satisfactory results are more easily obtained.

I never ask an actor to do anything I would not have done myself, I will not let an actor or an actress play unnaturally. My experience as an actor has given me the necessary knowledge and the artists feel it and know it and work right with me as well as for me.

It stands to reason that an ex-actor should be a student of the drama and the picture and understand the value of dramatic situations and suspense, he knows what really counts on the screen.

It is gratifying and coincidental that Miss Dorothy should have chosen me as her director after having produced a number of features for the Bluebird brand, because Miss Gish was the first star I ever directed when we were both members of the Fine Arts company, where previously we had acted together.

Yes, previous acting experience is the most valuable asset a director of pictures can possess, and, outside of one or two notable exceptions, all the biggest directors have served their time as actors.

Kerry C. Meagher, for fifteen years treasurer of the Ringling Brothers circus and of late general manager of the Western States Vaudeville Association, has placed the mystic sign of an old circusman's approval on Eddie Polo's hurricane serial of circus life which is being filmed at Universal City.

Mr. Meagher visited Universal City as J. P. McGowan's circus company, in which Eddie Polo is starred, produced some of the most thrilling scenes.

Unlike the late Mr. Barnum, Mr. Meagher does not believe that the public likes to be humbugged.

"That circus set," he said emphatically, "could be transplanted to any city and a complete circus performance could be given without a change of any kind."

And it was true. Eddie Polo, himself a veteran of the ring and known to be the strongest man in the world, is surrounded in the east by other veterans of the tan bark who are all working to make "The Lure of the Circus," as the serial is called, a remarkable success.

Mr. Meagher was particularly impressed with the realism of the settings, and at Universal City renewed his acquaintance with many veteran circus players who worked with him in other years.

Advertising is like marksmanship—only the straight shot hits the bull's-eye.



# IT'S A SPLENDID DEPARTMENT

## Keep it Going

So writes a prominent Canadian exhibitor concerning the "Exhibitors' Film Reports", published weekly in The Digest.

Exhibitors—Send us your weekly film reports. Tell us the truth about the pictures you run. Use the blank coupon in this issue.

The Digest is greatly indebted to the following exhibitors for their co-operation in giving us their weekly reports:

L. Kennedy, Lyceum theatre, Wingham, Ont.

J. S. Smart, Royal Opera House, Port Hope, Ont.

Stevens and Lawson, Star theatre, Edmundston, N.B.

Centre theatre, Ottawa, Ont.

Empress theatre, Prince Albert, Sask.

Walter H. Musson, Star theatre, Hespeler, Ont.

—as well as many others. . .

### BERGQUIST JOINS LOCKWOOD COMPANY.

R. J. Bergquist, who has been with Metro for a long time as cameraman, with Bushman and Bayne, has been engaged by managing director Edwin Carewe to photograph Harold Lockwood's Metro productions. He assumed his new duties this week.



EMMY WEHLEN in  
"THE SHELL GAME"

## Export Rulings Are Modified

### U.S. War Trade Board Removes Restrictions on Certain Allies

Word has been received of a revision in rulings governing exported film by the U.S. War Trade Board at Washington. Hereafter, films shipped to Great Britain, her dominions and colonies, France and Italy, do not have to be sent to the War Trade Board representatives in those countries and the pledge that has been demanded up to now from foreign exhibitors not to show films of enemy origin in their theatres, has been removed in the case of the territories enumerated above.

Last week the N. A. M. P. I. sent a long letter to the War Trade Board in which the injustice of using the same methods when films are designed for the Allies as the U.S. used in shipments to the luke-warm neutrals was pointed out. The reply was received a few days ago from Vance McCormick head of the War Trade Board.

Other matters suggested by the National Association in regard to the export situation have been considered by the Board but as yet no other changes have been made.

Paul H. Cromelin and Gabriel Hess, of Goldwyn, immediately drafted a letter of thanks to Vance McCormick in the name of the National Association.

Exporters of American film have reason to feel that a good part of their worries have vanished.

## Who Wins?

### Brouse and Stapleton of Ottawa Deadly Fishing Rivals

(Special by Wireless.)

Ottawa, August 12.—Harry Brouse of the Imperial theatre and Ben Stapleton of the Centre theatre, are now trying to prove to their friends who is the best fisherman of the two. They have called on Sammy Glazer, sales representative of the Regal Films, Limited, to be the umpire in the dispute, but Sammy is having a mighty hard time to pick the "uncrowned king of the fishing world." However, he is giving the important question considerable of his thought and says that he will be able to announce his decision within a few weeks.

Brouse and Stapleton have been deadly fishing rivals ever since Adam was a pup. Both of them have long claimed that Isaac Walton, the greatest piscatorial artist that ever cast a line, has nothing on either of them when it comes to landing representatives of the finny tribe in the fish-basket.

Last week they both left for a sylvan retreat, far away from release dates and first runs. In this sylvan retreat is a lake teeming with members of the finny tribe. Here was splendid place to decide who was the best fisherman.

Sammy Glazer of the Regal was taken along to act as umpire of referee or judge, or whatever you call it that decides things. Sammy had told Brouse and Stapleton that he was a king-pin decider. It was naturally agreed between Brouse and Stapleton that Decider Glazer should be brought along to decide matters.

In order that there should be no blood-shed, should the fishing contest wax too strenuous, Mr. Brouse and Mr. Stapleton consulted with their good wives, who put the matter up to Decider Glazer. The Decider decided that a decision could be more easily decided if both Mrs. Stapleton and Mrs. Brouse accompany their husbands.

The entire fishing party got away bright and early one fine morning last week. Hour after hour the two deadly fishing rivals fished. First Stapleton would get ahead, and then Brouse would catch up with his record, and then pass him. Then Stapleton would speed up and get in the lead. Glazer was very busy keeping the score book.

Darkness intervened, and the party made for home. The decision as to who was the winner was left with Glazer. He has promised to make his announcement in a few weeks. He says that so important a matter as this cannot be decided without great deliberation and care.

Gladys Brockwell expects to begin work soon at Hollywood, Cal., on the filming of "The Strange Woman," the great stage play of William J. Hurlbut, which ran a year on Broadway.

Mutt and Jeff are ubiquitous gentlemen. Most recent titles of Mutt and Jeff Animated Cartoons are "Meeting Theda Bara," "Hunting the U-Boats," "Joining the Tanks," and "The Seventy-five Mile Gun."

## Releases in Toronto and Montreal for Week Ending Aug. 17th

### TORONTO RELEASES

#### FAMOUS PLAYERS.

- "Uncle Tom's Cabin," Marguerite Clark; five reels.
- "The City of Dim Faces," Sessue Hayakawa; five reels.

#### FOX.

- "Brave and Bold," George Walsh; five reels.
- "Who's Your Father," Sunshine comedy; two reels.
- "The Blindness of Divorce," Theda Bara; five reels.
- "The Extra Quick Lunch," Mutt and Jeff comedy; 1 reel.

#### GENERAL FILM.

- "Law and Order," O. Henry series; two reels.
- "Too Much Alike," Pokes and Jabs comedy; one reel.
- "The Indian Summer of Dry Valley Johnson," O. Henry series; four reels.

#### MUTUAL.

- "Beware of Blondes," Strand comedy; one reel.
- "Up Romance Road," William Russell; five reels.
- Screen Telegram; one reel.

#### REGAL.

- "Friend Husband," Madge Kennedy; five reels.

#### SPECIALTY FILM IMPORT.

- "Waifs," Gladys Hulette; five reels.
- "Beach Sport," Harold Lloyd comedy; one reel.
- "The Junk Man," Toto comedy; two reels.
- "The House of Hate," serial; two reels.
- Pathe British Gazette; one reel.
- British War Office Official News Weekly; one reel.
- Pathe News; two-a-week; one reel.

#### UNIVERSAL.

- "Bawled Out," Alice Howell comedy; two reels.
- Universal Animated Weekly; one reel.
- "How Charlie Captured the Kaiser," comedy; one reel.
- "Sinking of the Lusitania," Jewel; one reel.
- Screen Magazine; one reel.
- Current Events; one reel.
- "The Brass Bullet," serial; two reels.
- "Plaything," Bluebird; five reels.
- "A Woman's Fool," Harry Carey production; five reels.
- "Give Her More Gas," Lyons and Moran star comedy; two reels.

#### VITAGRAPH.

- "Wild Primrose," Gladys Leslie; five reels.
- "Shines and Monkey Shines," Big V comedy; one reel.
- "A Fight for Millions," serial; episode No. 5.

### MONTREAL RELEASES

#### FAMOUS PLAYERS.

- "The House of Silence," Wallace Reid; five reels.
- "Uncle Tom's Cabin," Marguerite Clark; five reels.
- "Ladies First," Mack-Sennett comedy; two reels.
- Burton-Holmes Travelogue; one reel.

#### FOX FILMS.

- "Soul of Buddha," Theda Bara; five reels.
- "Ace High," Tom Mix; five reels.
- Mutt and Jeff Cartoon.

#### GENERAL FILM.

- "Talky Jones," Wolfville comedy, two reels.
- "Conquered Hearts," Jane Grey; five reels.
- "Fixing the Faker," comedy; one reel.

#### INDEPENDENT SUPPLY.

- "When You and I Were Young," Alma Hanlon, 5 reels.

#### MUTUAL.

- "She Almost Proposed," Billie Rhodes Strand comedy.
- Screen Telegram, 44-T-I.

#### SPECIALTY FILM IMPORT.

- "The Ghost of the Rancho," Bryant Washburn, 5 reels.
- "House of Hate," Pearl White and Antonio Moreno, following old story; two reels.
- "That's Him," Harold Lloyd comedy; one reel.
- History of the Great War, No. 19; one reel.
- British War Office Official Film; one reel.
- Pathe British Gazette; one reel.
- Pathe News; two-a-week.

#### UNIVERSAL.

- "Love's Swindle," Edith Roberts; five reels.
- "A Woman's Fool," Harry Carey; five reels.

#### VITAGRAPH.

- "The Girl in the House," five-reel Blue Ribbon.
- "Dances and Dangers," Big V comedy.
- "Cupid's Column," Mr. and Mrs. Drew comedy.
- "Fight for Millions," episode No. 5; 'Path of Thrills.'

## Our Want Ads Bring Results!

## Watch The Digest For Live Western Canadian Film News

The Digest takes pleasure in announcing that arrangements have been completed with Mr. John J. Conklin, dramatic and photoplay editor of the Winnipeg Free Press, whereby this well-known Western critic will contribute a weekly news-letter, brimming over with live film happenings from Winnipeg and the West.. Mr. Conklin's first news-letter will appear in next week's issue of the Digest

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**WANTED.—POSITION AS PIANIST** for moving picture theatre, in the city of Toronto, preferred. However, will go anywhere in Canada, if right kind of proposition is offered. Am thoroughly competent with splendid experience for this class of work. Write Miss Robertson, 128 West Roxborough street, Toronto, Ont.

**EXPERIENCED MANAGER** and projection expert desires engagement in house where ability will be recognized; twelve years' experience (ten years with one firm); no engagement too big nor too small, providing you are willing to pay for results; will go anywhere in Canada, but must have absolute control. Reply to "Live Wire," care The Digest, 326 Spadina Ave., Toronto, Ont.

**AT LIBERTY—Motion Picture Operator**; 12 years in the business; licenses for Nova Scotia and New Brunswick; also member of I.A.T.S.E.; apply J. Frank MacGuire, Box 514, Church St., Pictou, N.S.

**POSITION WANTED—A young lady** who is a capable pianist, and who understands "playing the pictures," would like a position in a Toronto Moving Picture House. Address replies to Miss Richardson, care The Digest. 3t

**WANTED—Experienced piano player** for moving picture theatre in Western Ontario city, state terms. Apply Box G. W., care The Digest.

**WANTED—One hundred theatre seats** in good condition. Apply Box D., The Digest, 326 Spadina Ave., Toronto.

**MOVING PICTURE THEATRE FOR SALE**—or to lease, fully equipped, large seating capacity, in town of 20,000. Apply to the Griffin Amusement Corporation, Ltd., 34 Victoria St., Toronto. 2t

**FOR SALE—300 cushioned back and seat theatre chairs**, second hand but in good condition. Newly repaired and painted. Worth \$6.00 each new, will sell the lot or part for \$2.00 each cash, or \$2.25 on terms. G. A. Stuart, Empire theatre, Saskatoon, Hurry! First come first served. 4t

**WANTED—Position as pianist** in moving picture theatre in Toronto, or any other city where permanent position is offered; competent and experienced in playing for both vaudeville and pictures. Address Helen Marks, 71 Grosvenor St., Toronto.

**FOR SALE—Four latest model Simplex machines**, motor drive and all modern attachments; one double machine asbestos booth, Johns-Manville type; two double machine iron booths; two single machine iron booths; number of music stands with light attachments; 500 feet of cable; machinery for effects of every type; this the property lately used in exhibiting "Birth of a Nation," and "Intolerance." For list and prices apply W. Cranston, 609 Lumsden Bldg., Toronto.



Who wrote the book "My Four Years in Germany," from which the successful screen play by the same name was made.

### GREAT PROPOGANDA WORK.

**"Hearts of the World" Will Keep the National Spirit Burning Brightly.**

D. W. Griffith has again produced a great picture. This time it is his "Hearts of the World." The premier presentation is being given at the Allen theatre, Toronto, and the management of this theatre is contemplating an engagement of four weeks. So far, the business done has been exceedingly gratifying, in spite of a warm period that has put a crimp into many a box-office.

"Hearts of the World" is a propaganda picture. But it is a propaganda picture plus. It deals with simple but fundamental truths of life. Griffith has aptly termed it 'an old fashioned play with a new fashioned theme.'

One of the great secrets of the Griffith success is the manner in which he can "get across" to his audiences the little intimate touches of life. He knows full the great power of true simplicity.

The war scenes in this film are authentic, and form the basis upon which the story is built. Griffith was given every advantage by British military authorities to secure some exceptional war pictures, which he has woven into the story with splendid results.

The cast of characters is in keeping with the picture. The members of the

cast have been selected with great care, with the result that the story rings true.

"Hearts of the World" is a wonderful propaganda picture, and is a striking example of the great possibilities of motion pictures as a medium to keep the national spirit and emotions burning at fever-heat. Dry matter-of-fact editorials and bald newspaper articles on war-work cannot compare to the propaganda work of the moving picture film. That narrow strip of celluloid, in the hands of a master, can be made to carry a message to the people that will stir their souls, as no other medium can do.

(Continued from Page Ten)

Eddie Groneau who was two years with Universal here as assistant manager, and then as manager, and who recently left that company, is now fixed up with the Famous Players as manager of their Montreal offices.

Mitchell Bernstein who was in charge of Famous Players for several months has been transferred back to St. John's New Brunswick, his original stamping ground. Mitchell had innumerable friends among the exhibitors in that territory and is much needed there to help sell the five productions a week that Famous Players will have to offer this coming season.

"The Brass Bullet," the new Universal serial, made its bow to patrons at the Holman theatre last Thursday for three days and had a big success. It features Juanita Hansen and Frank Mulhall. The second run on this serial here is at the Midway.

"Hands Up," the new Pathe serial was screened at the Strand theatre last Tuesday after the show and was very commented upon by a large audience of exhibitors present. This serial looks like a money getter and already the Montreal offices of the Specialty Film Import, Limited, has received requests for all available dates.

Arthur Larente, of the Specialty Film Import, Limited, has just returned from a successful trip to River du Loup, Rimouski, Chaudiere and Gaspe.

R. L. Vallee, of the Casino theatre, Sherbrooke, was in town last week. He is one of those exhibitors who have grabbed the new Pathe serial, "Hands Up," as well as the Pathe new feature programme. He claims that Pathe films are bringing in big results.

The Classic theatre, Quebec, has been sold at auction under a bailiff's sale.

Five William Fox productions are in work at the Studios in the East and on the Pacific coast; and four have just been completed. Those in work on the Pacific Coast are "Mr. Logan, U.S.A.," with Tom Mix as the star; "The She-Devil," a super-production being staged by J. Gordon Edwards, and William Farnum's production of "The Rainbow Trail." In the East Peggy Hyland is at work on "Bonnie Annie Laurie," and Virginia Pearson has just begun on a new play.



# SEND US YOUR ONE DOLLAR!

Two weeks ago we asked  
the Exhibitors who had  
not sent in their subscrip-  
tion to DO IT NOW!



CUT  
OUT  
AND  
MAIL  
TODAY

CUT THIS COUPON OUT and MAIL it TODAY

*Enclosed please find \$1.00 for one  
year's subscription to the*

**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....



CUT  
OUT  
AND  
MAIL  
TODAY

The response was very  
gratifying--If you have not  
yet heeded the appeal, wrap  
a dollar bill around your  
name and address and get  
The Digest for one year.



Will Russia Come Back?

Great Democracy Drama!

WILLIAM FOX Presents

VIRGINIA PEARSON in

# The FIREBRAND

by E. Lloyd Sheldon.

Directed by RICHARD STANTON.

Seven Tremendous Punches

- 1- Street Battles in Petrograd
- 2- Discovery of Traitor
- 3- Girls Outwitting of Man-Hunters
- 4- Huns' Peace Propaganda
- 5- Royalist Betrayal of Army
- 6- Triumph of Revolutionists
- 7- Patriot's Escape From Prison.

SPECIAL FEATURES





**T**HE Announcement of the offerings of the CANADIAN UNIVERSAL FILM CO., Ltd., for the Season of 1918-1919 is contained in this issue of The Digest. Read it carefully before signing contracts for the coming season.

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



**Canadian Universal Film Co. Ltd. Offers**

**12 JEWEL PRODUCTIONS**

**OPEN BOOKING ONLY**

**See Your Picture Before Buying**

**Released in September MILDRED HARRIS in  
LOIS WEBER'S Fascinating Treat For the Whole Family**

**"FOR HUSBANDS ONLY"**

**The Picture That Will Make You Think**

**"CRASHING THROUGH TO BERLIN"**

**WAR SPECTACLE**

**7 Reels**

**To Be Released in September**

**PAST JEWEL RELEASES**

**MILDRED HARRIS in "The Price of a Good Time"  
"The Doctor and the Woman"**

**RUPERT JULIAN'S Sensational Expose  
"The Kaiser—The Beast of Berlin"**

**DOROTHY PHILLIPS in "A Soul For Sale"**

**WAIT FOR "THE YELLOW DOG" HEAR HIM HOWL**

**BLUEBIRD**  
Photo The Play's The Thing Plays

-52-

**BLUEBIRD**  
Photo The Play's The Thing Plays

# BLUEBIRD PHOTOPLAYS

ONE RELEASE EACH WEEK

With The Following Stars

**MONROE SALISBURY**

**CARMEL MYERS**

**FRITZI BRUNETT**

**RUTH CLIFFORD**

**VIOLET MERSEREAU**



## LATEST RELEASES

**Monroe Salisbury** "DEVIL BAPTISTE" "THE GUILT OF SILENCE" "WINNER TAKES ALL" "THE EAGLE" "THE SAVAGE"

**Fritzi Brunett** in "PLAYTHINGS" "SHOULD A WOMAN TELL"

**Edith Roberts** in "LOVE SWINDLE" "DECIDING KISS"

**Carmel Myers** in "DREAM LADY" "CITY OF TEARS" "BROADWAY SCANDAL" "MARRIAGE LIE"



These productions can be booked  
at a price you can make money

ALL OFFICES

**BLUEBIRD**  
Photo The Play's The Thing Plays

**CANADIAN UNIVERSAL  
FILM CO., Limited**

**BLUEBIRD**  
Photo The Play's The Thing Plays

## STAR SERIES

8

### MARY MACLAREN SPECIAL PRODUCTIONS



STAR OF

**"Idle Wives" and  
"Shoes"**

COMING RELEASES

**"Model's Confession"  
"Bread"**

8

### HARRY CAREY SPECIAL PRODUCTIONS



LATEST RELEASES

**"Hell Bent"**

**"A Woman's Fool"**

COMING RELEASES

**"3 Mounted Men"  
"Hell's Neck"**

Your opportunity to book only the stars that you want.

Give your patrons their favorite player.

Our Star Series are all Money Making Stars—Plus-Production.

ALL OFFICES

**CANADIAN UNIVERSAL FILM CO., Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# STAR SERIES

8

## MAE MURRAY SPECIAL PRODUCTIONS



COMING RELEASES

**"Her Body in Bond"**  
SIX PARTS.

**"Modern Love"**  
SIX PARTS.

**"Danger---Go Slow"**  
SIX PARTS.

8

## DOROTHY PHILLIPS SPECIAL PRODUCTIONS



STAR OF

**"Hell Morgan's Girl"**

**"The Grand Passion"**

**"Pay Me"**

**"A Soul For Sale"**

Coming Releases to be Announced Later

These Series can be booked on the Star Series  
Plan or for the Entire Series of the 4 Stars

One release every other week

CONTRACT NOW NEAREST BRANCH

**CANADIAN UNIVERSAL FILM CO., Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

HAVE YOU OVERLOOKED ANY OF THESE

# Serial Winners

**"The Brass Bullet"**  
WITH  
**JUANITA HANSEN**  
**JACK MULHALL**

**"The Red Ace"**  
FEATURING  
**MARIE**  
**WALCAMP**

**"The Lion's Claw"**  
FEATURING  
**MARIE**  
**WALCAMP**

**"The Mystery Ship"**  
FEATURING  
**NEVA GERBER**  
**BEN WILSON**

**"The Bull's Eye"**  
WITH  
**EDDIE**  
**POLO**

Coming  
**"The Lure of the Circus"**  
WITH  
**EDDIE POLO**

*Universal's Big 5 Episode Serial Special*

## "BOY SCOUTS TO THE RESCUE"

Endorsed by Canadian General Council Boy Scouts Association in All Provinces

ALL OFFICES  
**CANADIAN UNIVERSAL FILM CO., Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# **ALICE HOWELL CENTURY COMEDIES**

2 REELS—ONE RELEASE EVERY FOUR WEEKS

LATEST RELEASES

"Hoot Toote"

Choo Choo Love"

"Hey Doctor!"

"Her Unmarried Life"

"In Dutch"

The Only Woman Comedienne on the screen today—can be  
booked in conjunction with the Famous L-KO Comedies



## **Comedies**

TWO REELS—ONE RELEASE EACH WEEK

You can make arrangements with any of our Offices to  
book you three L-KO and alternate with ALICE HOWELL  
CENTURY COMEDIES every fourth week.

Featuring

HUGHIE MACK, HARRY GRIBBON, MAE EMERY,  
BABE HARDY, BILLY ARMSTRONG, EVA NOVAK  
and the Famous L-KO DIVING BEAUTIES.

One Release Each Week of the Famous Screen Comedians



LATEST RELEASES

"Damaged Good" "Give Her Gas" "Don't Shoot" "Duck Out of Water" "Almost Welcome"  
"Vamp Cure" "Dumbwaiters" "Bad News" "Berth Control" "The Knockout" "Stepping Some"

ALL OFFICES

**CANADIAN UNIVERSAL FILM CO., Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



# UNIVERSAL

**ANIMATED  
WEEKLY  
CURRENT  
EVENTS  
SCREEN  
MAGAZINE**

## ALWAYS FIRST

BOOKED IN THE  
LEADING THEATRES

**LOEW'S-Montreal  
LOEW'S--Toronto  
REGENT--Toronto**

Best Theatres Everywhere

There's A Reason

ALWAYS FIRST

If you want the best in News Weekly get in touch with our Nearest  
Branch---Ask the Manager of any theatre why he prefers  
these releases---Three releases each week.

---

### **52**---2 and 3 reel **WESTERN and RAILROAD DRAMAS**

One release each week

5 reels boiled down into 2 reels---Full of Action---Ask to See Them

STARS

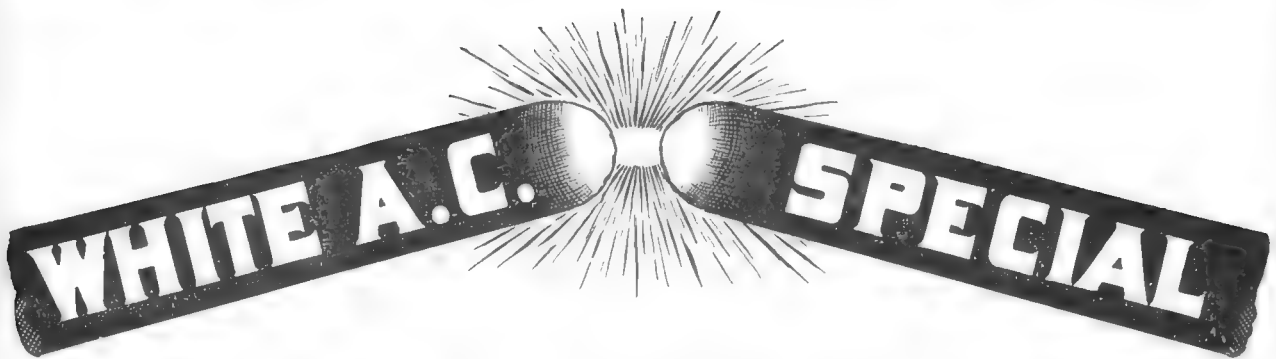
**NEAL HART   HELEN GIBSON   CLEO MADISON  
MARIE WALCAMP   KINGSLEY BENEDICT**

No Re-issues—All New Releases

Contracts Only---No Open Booking

---

**ALL OFFICES  
CANADIAN UNIVERSAL FILM CO., Limited**



## MOTION PICTURE CARBONS


FOR

### Alternating Current Projection

The exacting demands of modern motion picture projection require extreme care in the selection of the light source. The light must be such that the finest variations of high lights and shadows shall be perfectly recorded on the screen and every object depicted perfect in every detail. The flexibility must be great enough to compensate for the varying densities of films made under different light conditions.

The White A. C. Special Carbons fulfill these requirements in every particular. They give a strong, pure white light of high intensity, noiseless operation and absolutely flickerless illumination that eliminates eye fatigue.


The alternating current arc of the White A. C. Special carbons gives a strong, flexible light, variable at the will of the operator according to the thickness of the film. No two films are alike and no two parts of the same film are of the same density or thickness, consequently to give a true, artistic representation of any picture a flexible light source is essential.



**Columbia-Silvertip  
Combination**

---

The standard direct current trim gives  
perfect projection.



WRITE TODAY FOR OUR CIRCULARS

**CANADIAN NATIONAL CARBON CO., Limited**

Toronto - - - Ontario

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



IT'S NOT WHAT YOU  
PAY FOR A PICTURE  
THAT COUNTS—IT'S  
WHAT THE PICTURE  
PAYS YOU.



**T**HE most important test of a motion picture comes at 11 o'clock at night—when you count up.

But that isn't the only test.

Not all the profits are in the box office receipts.

A picture not only must bring money to your theatre; it must bring public prestige and good will. It must build business. It must help to establish your theatre in your community as the one in which the show always is worth while.

## Paramount and Artcraft Pictures

(Nationally Advertised)

pay you a big profit at 11 P. M.—the price schedule assures *that*. They continue to pay in prestige and good will, every hour in the day and night, The quality of the productions assures *that*.

Paramount and Artcraft Pictures constantly add to the value of your theatre.

When you buy, remember—

**Paramount and Artcraft Pictures are not only money getters—they are BUSINESS BUILDERS**

CANADIAN DISTRIBUTORS

## Famous Players Film Service Limited

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 8

SATURDAY, AUGUST 24th 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

**CORRESPONDENTS**  
**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal  
**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
**WINNIPEG, MAN.**  
John J. Conklin, Dramatic Editor  
The Free Press  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

### HERE'S A FIVE-REEL SERIAL FREE FOR THE ASKING

**C**ANADIAN Exhibitors—are you making arrangements to book that five reel serial which is being presented by the Department of Soldiers' Civil Re-Establishment? Last week you were told on the front cover page of The Digest the reasons why you should book this exceptional feature.

Remember, this is not a propaganda film. It was originally intended for the information of the soldiers overseas. However, many prominent men in the Dominion, who had seen the film, suggested that it was the best means of letting Canadian mothers, wives and sweethearts know what Canada is doing for its brave soldiers who have paid the price of bodily disablement.

Here is an excellent opportunity, exhibitors of Canada, to perform an important patriotic work, and at the same time give your patrons a worth-while-one that will surely interest and instruct them.

Go book this film. It's free to you. When you get it make a big noise about it in your town. It'll get business for you, if properly exploited. As a business-getter it will beat many of the good five-reel features on the market. There's free publicity service provided by the department at Ottawa direct to the newspapers and public. Let's all get together and help along this splendid picture. It's well worth while.

### YOUR THEATRE'S REPUTATION.

**F**C. "Wid" Gunning, the busy little individual down in Noo Yawk, whom many of you have heard about, through his fearless criticisms of films, comes across with this one under the heading of "What Is Your Theatre's Reputation," which I am passing along to you, because it will give you food for reflection. "Wid" says—"You know that every theatre in your community has a comparative standing. Is yours the best, the dump or the meller house?"

"Remember that this reputation was not made by four walls and the roof, but by the POLICY.

"You can take any theatre, conduct it properly and by intelligently advertising the fact that it is being conducted properly, kill the curse of a shadowy past."

Wid hits the nail squarely on the head again. His is no idle theory, but a proven fact. Many a "lemon" in Canada has been converted into a paying proposition, after the wiseacres had said it couldn't be done. When the "miracle" was really accomplished they have wondered how it was done, and termed the exhibitor who did the trick a "lucky guy." There wasn't anything lucky or mysterious about the proposition of turning a "lemon" into an "orange." The "lucky guy" simply proved himself to be a good business man, and a good showman.

# Speech in Theatre Cost Guy Empey His Captaincy

**Further Light Thrown on Order Holding up Commission of Author  
Who Served With Canadians—President Heard  
Aspersions on Drafted Men**

The Chicago Tribune says:

**M**ANY have been the conjectures of late as to why Arthur Guy Empey's commission as captain in the United States army was held up just before it was to be issued to the famous fighter and author of "Over the Top."

"An occurrence while Empey was appearing in the new play 'Pack Up Your Troubles,' at the National theatre in Washington may throw some light on the mystery.

"In this play Empey made his debut as a speaking actor. He had already appeared in the screen version of the story 'Over the Top,' with such success that Wagenhals and Kemper conceived the idea of putting him in a regular drama with the war as a background.

"For obvious reasons the play was presented first in Washington at the National theatre.

"President Wilson attended one of the performances, and it appears that Empey was unfortunate enough to select that evening to make a certain speech which was in tenor and matter ill advised, to say the least.

"In his exuberance and enthusiasm Empey paid a high tribute to the men who had fought in the French and British armies during the early part of the war and compared the United States army now over there unfavorably with them.

"The real heroes of the war, Empey declared in effect, were the volunteers who went over in the first place, and not the drafted men who were fighting now only because they were compelled to do so.

"When the stage manager and the manager of the company caught the drift of Empey's remarks they were non-plussed. Standing in the first entrance, they made violent signals to the soldier-actor to desist, but if he saw them he paid no heed, but went on giving his ideas of real and counterfeit heroism.

"President Wilson was noticed shifting in his seat, crossing first one leg over a knee and then another, and otherwise showing that for some reason he was not fully enjoying himself.

"Empey finally ended with a grand flourish and retired into the wings, but the expected burst of applause did not follow him.

"It is said that he was defiant in the face of criticism hurled at him by the company officials.

"It was about this time that it was announced that Empey had been made a captain in the United States army. But the full formalities had not been gone through with, it seems. While the commission had been recommended, it had not been signed and delivered, and three days later came the announcement that there had been a mistake in connection with the granting of a captaincy to the ex-sergeant."

their exterior scenery. He declared that England had the right actors, authors, and producers, and that the trade here needs only money.

## Film Industry Needs Money in Britain

**Would Then Get Some Competition With American Output**

Herbert Brenon had a few words to say about British film production on the occasion of the trade showing at the Alhambra of his production of "The Passing of the Third Floor Back." Speaking from the stage during an interval in the screening, he said that if America had England for her competitor the whole trade would benefit. The trouble with British film production was lack of money. "The Passing of the Third Floor Back" was done in America, and Sir J. Forbes-Robertson crossed the Atlantic to appear in it; but it could have been done here just as well if only the money had been forthcoming. Mr. Brenon endorsed Mr. Griffith's view that there was nothing wrong with the English climate in the summer—in fact, it was better than that of New York, where producers seldom did anything but interior work, going thousands of miles for

**Gets Rights to  
Griffith's Films**

**Allens Acquire Rights to "Birth of a Nation" and "Intolerance"**

Jules and J. J. Allen, controlling a chain of exchanges across Canada, have acquired the Canadian rights to "The Birth of a Nation" and "Intolerance." Starting in September, these features will be offered to Canadian exhibitors on a straight rental basis, with a restriction that a minimum admission charge of twenty-five cents be charged. Three prints of each picture have been secured by the Allens.

Both features have been widely presented in Canada as road shows by Wm. Cranston, representing New York interests, during the past three years.

Exhibitor politicians don't sell the seats in your theatre.

## Regal Films Ltd. Releases "The Hand of Vengeance" Serial

**This Serial is Acclaimed as a  
"Knockout" by Leading  
Film Critics**

An announcement that will be received in Canadian film circles with a great deal of interest is the one from Regal Films, Limited, to the effect that this live exchange organization will release its first serial.

Plans have been made for immediate bookings on "The Hand of Vengeance," which comprises ten episodes of two reels each, which is said to be full of thrills and pep from start to finish.

The serial was made by the Gaumont people, who have to their credit a vast array of screen successes. The posters and paper on the serial are handsome specimens of the lithographers' art and are in four colors and very flashy, and bound to attract attention. Regal is making big preparations to put over this serial, which is the first one this concern has distributed, and the Digest understands that the serial can be booked at a price that will make money for the Canadian exhibitors.

The following press notices from three of the leading American trade papers will give the Canadian exhibitor an idea of the manner in which the serial was received by our American cousins:

### Motion Picture News.

The best work of A. Conon Doyle could not prove more interesting than the adventures of Ultus, in Gaumont's serial production, "The Hand of Vengeance."

"The Hand of Vengeance" is something new in the way of serials, and you have one of the best and most finished bits of serial production that has ever been flashed on the screen of any theatre.

Regardless of the exhibitor's locality, regardless of his theatre's capacity or the personnel of his patronage, "The Hand of Vengeance" will be accorded all the honors ever awarded a serial production or a dramatic narrative on the screen.

### Motion Picture World.

The first five episodes of the new Gaumont serial are of the same thrilling quality that has distinguished former Gaumont serials. These are sensational in the extreme, are imbued with an atmosphere of deepest mystery, and are acted with true melodramatic emphasis.

### Exhibitors' Trade Review.

For thrills and excitement and harrowing escapades this newest serial can't be beaten. If the first few episodes are any criterion, you will hardly be able to restrain your impatience to see each succeeding one.

Nazimova, the star of the Screen Classics Inc., forthcoming production, "L'Occident," wears heavy, jewel-encrusted rings on her toes in many of the scenes.

# TORONTO AND ONTARIO TOPICS

## IN MONTREAL AND ST. JOHN.

Mr. A. S. Aronson, secretary of the Regal Films Limited, was in Montreal and St. John last week.

## LONDON HOUSE OPENS AGAIN.

The Patricia theatre, London, is once more open after being closed for a brief time this summer.

## WILL OPEN WITH PICTURES.

The Lyric theatre, Hamilton, will open soon with pictures. This house has been playing stock this summer.

## JOHN CALLS ON US.

Among the film visitors of note to the Queen City last week was our tried and trusty friend, John Green, of the Temple theatre, Galt, Ont.

## AT THE PARK THEATRE.

Mr. John Weber and Miss Evelyn Solrell, the two vocal artists who were at the Oakwood and Regent theatres, filled an engagement last week at the Park theatre, Toronto.

## SCHREIBER EXHIBITOR IN TOWN.

Mr. E. T. Wykes, of the Princess theatre, Schreiber, Ont., was in Toronto last week arranging bookings for his theatre.

## TO OPEN SIX NIGHTS A WEEK.

The Cosy theatre, Caledonia, Ont., which has been open only four nights a week, will shortly be thrown open for the entire six nights each week.

## MAKING BOOKINGS.

Mr. Gregory of the Regent theatre, Sudbury, the new house which recently opened, was in Toronto last week visiting the various exchanges.

## HAMILTON MAN IN TOWN.

Mr. MacFarlane, manager of the Regent theatre, Hamilton, was in Toronto early last week arranging for some bookings for his popular Hamilton show shop.

## DAVIDSON IN GUELPH.

Jimmy A. Davidson has been placed temporarily in charge of the Regent theatre in Guelph, which is owned by the Paramount Theatres Co., Limited. This is one of the finest and most modern theatres in Ontario, and compares favorably with the large city houses.

## JOINS PATHE OFFICE IN TORONTO

Miss McCool, of North Bay, has joined the office force of the Specialty Film Import, Limited, in Toronto.

## THEY'LL SOON BE HERE.

The Toronto Exhibition is drawing close to us, and this annual affair always sees a large number of exhibitors from all over Ontario on hand to see the sights, and at the same time to visit the various exchanges and arrange fall bookings. Get ready you exchange boys and dust off the 'Welcome' sign on the door mat.

## SIGN HERE, PLEASE.

Mr. Martin Barnett, sales representative for the Toronto office of the General Film Co. (Canada), Limited, has returned to Toronto after a very successful sales trip to the north country. Mr. Barnett succeeded in getting the signature on the dotted line many times and says that the prospects for fall business with General in the northern part of the province looks mighty good.

## Film Offerings in Toronto This Week

### ALLEN.

"Hearts of the World" and "Bound in Morocco," with Douglas Fairbanks. The Griffith picture concluded its engagement on Friday night, and the Fairbanks picture started working on Saturday afternoon.

### PARK.

"The Biggest Show on Earth" with Enid Bennett.  
"The Triumph of the Weak," with Alice Joyce.

### DORIC.

"The Firefly of France," with Wallace Reid.  
"The Golden Idiot," with Bryant Washburn.  
"The Mating of Marcella," with Dorothy Dalton.

### STRAND.

"Masks and Faces," with Sir Johnston Forbes-Robertson.  
"The Kaiser's Shadow," with Dorothy Dalton.

### MADISON.

"Brave and Bold," with George Walsh.  
"A Gentleman's Agreement," with Nell Shipman.

### HIPPODROME

"The First Law," with Irene Castle.

### REGENT.

"Tinsel" with Kitty Gordon.

### LOEW'S

"The Blindness of Divorce," with All-Star Cast.

## "HEARTS OF THE WORLD" FINISHES RUN.

The Allen theatre engagement of "Hearts of the World" closed Friday, August 23rd, and Douglas Fairbanks in his latest offering, "Bound in Morocco" started a week's engagement commencing Saturday. "Hearts of the World" had a splendid run. The weather was exceedingly hot, but the business kept up in spite of this handicap. It is understood that the picture will go into Massey Hall during the Toronto Exposition weeks.

## DIDN'T PLEASE N.B. CENSORS.

The news that the Universal special, "Sirens of the Sea," did not pass the New Brunswick board of censors was received at the head office in Toronto with some surprise. George A. Margetts the Universal manager at St. John appealed against the decision of the board some time ago, and recently the courts dismissed his appeal. "Sirens of the Sea" has played in every province in Canada, excepting this maritime province, according to an official of the Universal in Toronto. Hence the surprise on the part of the Universal.

## "HANDS UP" A GREAT SERIAL.

"Hands Up," the new Pathe serial, which is about to be released in Canada, will get its first Toronto run at the Globe theatre commencing Sept. 1st. The first two episodes were screened at this theatre last week, and those who had the pleasure of witnessing them declare that this latest serial is bubbling over with zip, pep, and action. It is said to be one of the very best serials that Pathe has ever made—and Pathe has made some mighty good ones. Ruth Roland is the featured player in "Hands Up," and she helps much to make the serial a successful one.

## IRVING UNGER OFF TO FIGHT.

Irving Unger has left to don the uniform of Uncle Samuel. Irving left Toronto Saturday night for Lee, Mass., his former home, and after a short visit with his parents there, will proceed to Camp Gordon, which is situated near Atlanta, Georgia. Irving is a brother of J. J. Unger, and was in the Toronto office of Metro until that office was absorbed by Regal. He then was connected with the Toronto branch of Regal until he received his notification to report for war service in the States. Prior to his departure he was made the recipient of a very handsome cigarette case from John J. Colleton, manager of the Pathe office in Toronto. Irving leaves Toronto with the kind wishes of a host of friends who sincerely hope that he will be one of the "Buddies" who will march down the main drag in Berlin, Germany, before very long.



## Cronk and His Assistants Put Over "Hearts of the World" in Great Manner

When it was first mentioned that the Allen theatre, Toronto, would run D. W. Griffith's "Hearts of the World" for four weeks, with only two shows a day, at increased prices, the wisacres among the film fraternity said it was impossible.

In order to show "Hearts of the World" the entire policy of the theatre had to be changed. The changing of a theatre policy in order to accommodate a super-attraction was something entirely new for a picture house in Toronto, and many film men claimed it to be a fallacy to run any picture in the city for more than two weeks.

However, Ben Cronk, the manager, and his efficient staff put their shoulders to the wheel, and "turned the trick" in great style. Two weeks before the picture was scheduled to open the Toronto people were bombarded with everything imaginable in the advertising line. Full page advertisements stared them in the face in the Sunday papers; large advertisements were placed in all the daily papers; eight and twenty-four sheets were plastered on billboards throughout the city; fifty thousand heralds were distributed; four hundred street cars carried a half sheet on their front fenders; and one thousand window cards were placed in prominent windows throughout the city.

All this, mind you—two weeks before the picture commenced its engagement. The express congestion between Toronto and New York and other points in the States made it impossible for the

theatre to secure any advertising outside of the posters and one set of photographs. There were no press books, no advertisements, no cuts or window cards.

A condition such as this is serious enough—but it didn't stop Benny Cronk and his assistants in the work of putting across the production. Cronk set to work and designed advertising cuts for the daily and Sunday papers. Special cuts were made right in Toronto for the window cards, and press material was manufactured right on the spot. W. R. Greene, publicity manager of the theatre handled the news stories in a capable manner, and it is said that he obtained more reading space in the daily press before the picture opened than any other show ever received that came to the city. Greene was able to localize many of his readers with well-known persons in the city, or on other occasions would pick out different occurrences in the picture, and link them up with the daily victories of the Allies.

The advertising in front of the theatre was entirely changed to accommodate the big splash for the Griffith production. Realizing the value of the picture among the returned men who were in the convalescent homes near the city, arrangements were made to show the film to them. Through the military authorities, Mr. Cronk was able to have a garrison band, march up the main thoroughfare of Toronto, playing martial airs to the theatre entrance.

Banners, carried by youths, in front of and behind the band, announced the film attraction at the Allen. Thousands of people were attracted by this medium of advertising.

Mention should be made of the manner in which the picture was presented musically. The Allen theatre orchestra, greatly augmented by skilled musicians, under the able leadership of Luigi Romanelli, was a great factor in the successful presentation of the film.

The picture opened to capacity business the first week, and the advance sale for the second week was extremely heavy. The third week found the film still going strong, and the fourth week business was still holding up in excellent style. Summed up, the entire "Hearts of the World" campaign was an overwhelming success from every viewpoint, and reflects great credit upon Mr. Cronk and his able assistants.

## Fall Business Is Looking Good

### Specialty Film Import Ltd. Has Great Line-up of Stars and Stories

Mr. L. Ernest Ouimet, president of the Specialty Film Import, Limited, Mr. Thibert, secretary of the company, and Mr. Beaulne were in Toronto early this week going over the fall selling plans and policies of Pathe with Mr. John J. Colleton, the Toronto branch manager. Every indication points to a splendid season for 1918 and 1919 with Pathe in Canada.

The new line-up of stars, together with the splendid screen material in the shape of stories of the right sort, augurs well for the future business of the Specialty Film Import, Limited. Since the announcement was made in the Digest a few weeks ago that such cracker-jack stars as Fannie Ward, Frank Keenan, Mary Miles Minter and William Russell are enrolled under the Pathe banner for the coming season, the various Pathe offices in Canada have been deluged with inquiries from exhibitors in the Dominion.

Pathe has announced that Fannie Ward and Frank Keenan will each present six extra selected features for the coming season, and Mary Miles Minter and William Russell will present ten features each. Other features, in which will be seen Mrs. Vernon Castle, Marguerite Fisher, Bessie Love, Marie Osborne and Bryant Washburn, will be released. Taking all in all, the Specialty Film Import, Limited, has a mighty attractive proposition for an exhibitor who is looking for proven box office drawing cards.

Clarence G. Badger, the Goldwyn director, did not produce the latest Mabel Normand feature, "Back to the Woods." Several critics gave Badger as director of this picture in their reviews, probably because he produced the two previous Mabel Normand pictures, "The Floor Below" and "The Venus Model." Badger was directing "Friend Husband" with Madge Kennedy when "Back to the Woods" was being staged by George Irving of the Goldwyn staff of directors.



The public lined up at the Allen theatre, Toronto, from ten in the morning until nine o'clock at night, sliding across their shakels to the box-office man in return for the paste-boards to witness "Hearts of the World." A vacant store in the building was opened as a ticket office for the advance sale of seats. This picture also shows the use to which the large electric sign in front of the theatre, not in use on account of a ruling of the power controller, was utilized to advertise the attraction.

# MONTREAL AND QUEBEC NOTES

"The Brass Bullet," the serial that opened at the Midway here last week is getting some unique advertising. A motor car is travelling all the main streets of the city shaped like a bullet and painted color of brass, driven by an airman in full paraphernalia. It is arousing much interest and bringing patrons in swarms to the Holman.

It is understood that negotiations in regard to the St. Denis theatre have been renewed and that it is practically decided that the Loew interests will operate it as a vaudeville and picture house, although the actual details have not yet been arranged. If Loew takes this unfortunate house in hand the probabilities are strong that he has weighed up all the chances of making it a success, but the St. Denis has had no very lucky record so far.

Speaking to Howard Conover, manager of the Imperial this last week, he gave it as his opinion that the questionnaire as to seats and tickets sold at moving picture houses, recently issued by the Quebec Government had not in view a further taxation of exhibitors. In his view it was merely in order to provide a check upon tax collectors' receipts, at present left largely to the mere word of the men who collect the tax tickets. This matter will, however, be thoroughly discussed by the directors of the Canadian Motion Picture Association at an early meeting in this city.

"Triple Trouble," the Chaplin feature over which there has been some discussion lately, was screened for a private showing to an exhibitor here on last Saturday afternoon and was acclaimed as being well up to the best Chaylin standards. It will be shown in this city in the near future. The General Film Co. has sold the rights in the Maritime Provinces and the West.

"Her Moment," the big feature picture that stars Anna Luther, has been passed by the censors and will be shown here in the next six weeks. Mr. Cooper, general manager of the General Film office here says he has been flooded with inquiries after this picture, and has not yet decided who shall get the first run in this city.

"The Guilty Wife" with Jane Grey is another big General Film picture that is going to make a big hit and is already the subject of many inquiries

S. G. Gibson, late of the Independent Film Supply, has been engaged with the General Film Co. and will shortly be out on the road in Ontario for that firm.

"Uncle Tom's Cabin," given last week at the Imperial played to big business. It opened on the Wednesday

and on the following day played to close on \$300 better business, while on Friday—usually a light day—did even better. Howard Conover was a little dubious when he first took the picture but is delighted with the actual results.

The New Grand continues its policy of giving every week something out of the ordinary. Last week "Masks and Faces" with the most brilliant cast in the history of the motion picture industry, opened the week and was continued "Salamambo" which for the massiveness of its production and the superb handling of crowds in costume that it features reminds one of a Griffith's picture, raised much interest in this city. No week ever passes at the New Grand without some well-known star of the movies being featured at this theatre. Bryant Washburn and Kitty Gordon are two names in point. The theatre has its own particular clientele and has had a very prosperous summer in spite of the heat.

Montreal—Motion picture men here are much perturbed in mind over a questionnaire which they have received from the Provincial Government asking for details of the number and prices of admission to seats and the tax tickets sold. They scent in this an effort to find a basis for further taxation and they know that they are already carrying too weighty a load which has in some instances come perilously near to shutting up shop for some of them. Albert E. Beaulne, secretary of the Canadian Motion Picture Association, of which Howard Conover of the Imperial theatre is president, said that a meeting had been called for last Wednesday to consider the question of calling a general meeting of the theatre managers to have the situation discussed

and a stand taken. The meeting of directors was, however, postponed owing to the unavoidable absence of Mr. Conover in New York and the meeting will likely be held this coming week.

There is at the present time a heavy import duty on film, the bulk of which come to Canada from the United States. Canadian production is so light as to be practically negligible and what little importation there was from Great Britain has of course entirely ceased since the outbreak of the war. That duty has lately been increased and although an arrangement has been come to with the exchanges, the increased prices of films leaves the exhibitor much as he was before.

An annual total Federal War Tax, assessed at the rate of 15 cents a reel per day exhibited nets \$30,000 a year from Montreal alone. Then there is the theatre tax of 85 cents per seat per annum to the City License Department plus 50 cents a seat per annum to the Provincial Government. Of the 64 theatres in this city, the number of seats ranges from 2,500 in Loew's and 1,800 in the Imperial down to as low as 400 in some theatres. Taking a low average of 650 seats per theatre these 64 houses pay in seat tax something like \$60,000 annually to the city and the Quebec Government.

There are of course the ordinary business taxes on revenue and water taxes according to valuation. The war tax acts, many exhibitors claim, especially in the low-priced theatres, as a deterrent. This resume of tax conditions in this city is probably sufficient to show how the exhibitor is mulcted right and left and to prove that further taxation would only result in making a number of them retire dispirited from the contest.

"Masks and Faces" given at the New Grand here for four days from Sunday to Wednesday played to big business in spite of the heat. George Rotsky says that if this photoplay with its unique list of the flower of the English stage in the cast had been played in the fall or even during a cool spell he would have had to turn patrons by the score away from the theatre. This looks like good business for any exhibitor booking first run in another town or second run in this.

Tommy Conway has sold "Berlin via America" to James T. Hesse, of Farnham, Que. Mr. Hesse, who was formerly of the Princess theatre, Farnham, and later was connected with the Windsor theatre here has taken over the last piece of territory for this picture and will be its sole distributor in the Maritime Provinces and Quebec. Tommy retains sole distribution rights in Ontario east of Fort William and is opening offices in Toronto in conjunction with Superfeatures, Ltd. Mr. Hesse is releasing the picture through the J. T. Malone Film Co.

## \*\*\*\*\* \* Film Offerings in Montreal \* \* This Week \* \*\*\*\*\*

### LOEW'S

"Up the Road with Sally," with Constance Tlmdge.

### IMPERIAL

"The Vamp," with Enid Bennett; and "The City of Dim Faces," with Sessue Hayawaka.

### THE NEW GRAND

"Tinsel," with Kitty Gordon; and "Waifs," with Gladys Hulette.

### THE HOLMAN

"A Woman's Fool," with Harry Carey; and "Love's Swindle," with Edith Roberts.

### THE STRAND

"Miss Innocence," with June Caprice.

### TIVOLI

"Ambition," with Bertha Kalish.

# Canadian Exhibitors' Film Verdicts

## A Department to Help Our Own Exhibitors Get a True Angle on Current Releases

The Digest desires to make this department of real worth to every Canadian exhibitor. We want the criticisms contained in this department to be truthful statements of the box-office value of the pictures you run. If the criticism on the picture you desire to know something about is not in this department, we will try to secure the information for you if you will write and ask us for it. Exhibitors!—this is your department—make use of it!

## Fill Out The Reports Each Week

### Help Us To Help You!

*If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.*

*Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Ave., Toronto, Ont.*

Your box-office is the test of popularity. Fill in the blank NOW.

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

Title . . . . .  
Stars . . . . .  
Released by . . . . .  
Number of reels . . . . .  
Condition of film . . . . .  
Competition . . . . .  
Admission prices . . . . .  
Remarks about picture . . . . .  
Theatre . . . . .  
Town or City . . . . .  
Sent in by . . . . .

## Exhibitors' Film Reports

**"UNDER HANDICAP,"** with Harold Lockwood; (Metro); seven reels; film in good condition; a very fine picture, and much enjoyed. Empire theatre, Prince Arthur, Sask.

**"A MODERN MUSKETEER,"** with Douglas Fairbanks; (Famous); five reels; ten and fifteen cents; hardly as clever as previous Fairbanks' pictures, but will please. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"THE FLOOR BELOW,"** with Mabel Normand; (Regal); six reels; admission prices 10 and 15 cents; production fine and star clever, but story did not hold 'em. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"THE WIDOW'S MIGHT,"** with Julian Eltinge; (Famous); five reels; admission 10 and 15 cents; kept them laughing continuously; business with it was good. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"OVER THERE,"** with Charles Richman; (Select); six reels; film in good condition; admission price .25 cents; 'twas a great picture, and secured good business with it. L. Kennedy, Lyceum theatre, Wingham, Ont.

**"THE CRISIS,"** with All-Star cast; (Superfeatures); nine reels; admission price 30 cents; equal to "Birth of a Nation" without music. L. Kennedy, Lyceum theatre, Wingham, Ont.

**"LET'S GET A DIVORCE,"** with Billie Burke; (Famous); five reels; film in good condition; fair business; picture not up to the usual Burke standard. Walter H. Musson, Star theatre, Hespeler, Ont.

**"WILD YOUTH,"** a Blackton production; (Famous); five reels; 15 and 25 cents admission prices; we pay the war tax; beautiful photography in this picture, and a very artistic production. Walter H. Musson, Star theatre, Hespeler, Ont.

**"THE HIRED MAN,"** with Charles Ray; (Famous); five reels; film in good condition; no competition but the hot weather; interesting story; would go over anywhere. Walter H. Musson, Star theatre, Hespeler, Ont.

**"THE MYSTERIOUS CLIENT,"** with Irene Castle; (Pathe); five reels; splendid mystery story; Irene is very popular here. Empress theatre, Prince Albert, Sask.



**"THE BELL BOY,"** with Fatty Arbuckle; (Famous); two reels; film in good condition; no competition; admission prices 15 and 25 cents; this was a good comedy and clean; boys, get these comedies by all means. Walter H. Musson, Star theatre, Hespeler, Ont.

**"WITHIN THE LAW,"** with Alice Joyce and Harry Morey; (Vitagraph); nine reels; admission prices 15 and 25 cents; a record breaker despite hot weather; patrons loud in their praise of this one. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"AN ALIEN ENEMY,"** with Louise Glaum; (Paralta); six reels; film in good condition; ordinary competition; this proved to be a very excellent picture of its kind. Empress theatre, Prince Arthur, Saskkk.

**"THE SERVICE STAR,"** with Madge Kennedy; (Regal); five reels; Goldwyns not up to much generally, but this one is an exception and a good picture. Empress theatre, Prince Arthur, Sask.

**"NO MAN'S LAND,"** with Bert Lytell; (Metro); five reels; film in good condition; admission prices ten, twenty, and thirty; a good story; pleased everybody, but the photography was somewhat dark. Centre theatre, Ottawa, Ontario.

**"KIDDER AND KO,"** with Bryant Washburn; (Pathe); five reels; film in good condition; ten, twenty and thirty; good comedy drama; pleased the patrons. Centre theatre, Ottawa, Ont.

**"HANDS DOWN,"** with Monroe Salisbury; (Universal); five reels; film in good condition; no competition; 10 and 15 cents admission; fine settings; good acting; fair attendance. Stevens and Lawson, Star theatre, Edmundston, N.B.

**"THE RISE OF JENNIE CUSHING,"** with Elsie Ferguson; (Famous); six reels; condition of the film was generally good, with four or five breaks; no competition; 15 and 25 cents admission; good film, but too much written explanations; small audience. Stevens and Lawson, Star theatre, Edmundston, N.B.

**"THE LITTLE PIRATE,"** with Zoe Rae; (Universal); five reels; film was in good condition; no competition; a pleasing production; good combination of humor and drama; audience liked it; fair attendance. Star theatre, Stevens and Lawson, Edmundston, N.B.

**"THE COLD DECK,"** with William S. Hart; (Famous); five reels; film in good condition; no competition; admission prices 15 and 25 cents; fine scenery; good western story with plenty of action; audience liked this one; poor attendance on account of War Fund Benefit party. Star theatre, Stevens and Lawson, Edmundston, N. B.

## Industry Gives Liberally of Men

**Canadian Film Men Can be  
Proud of Splendid Enlistment Records**

The war has made a great inroad on the staffs of employees of moving picture theatres in Canada during the four years that the Dominion has been ac-

tively engaged in fighting the Hun. Statistics just completed in Calgary, Alberta indicate the great number of enlistments on the part of the theatre employees. So far, six of the leading Calgary theatres have given no less than eighty-one men to the army. The Allen theatre heads the list with an honor roll on which appears thirty-four names. The Pantages theatre has given seventeen men to the army while fourteen males of the Princess theatre have taken up the fighting game. The Regent theatre has supplied six men while the Bijou and Empress have each furnished five men for the Canadian forces.

There are also indications that many of the Canadian exchanges have been hard hit. The Calgary branch of the Canadian Universal Film Company for instance, has seven representatives in the Canadian army.

Statistics are being compiled in other Canadian cities to show how many moving picture men have donned the khaki.



FRANKLYN FARNUM

### FRANKLYN FARNUM.

This chap has a very appealing smile, and Universal has made some splendid plays in which Farnum is the featured player.

## Four Road Shows For "Hearts of the World"

**Jule and J. J. Allen Have Taken  
Six Prints of Griffith's  
War Play**

Jule and J. J. Allen, announce that they have taken six prints of "Hearts of the World" for Canada. Four road shows are being formed for the presentation of the Griffith feature in all parts of the Dominion. Two of the Canadian prints are being held in reserve for possible emergencies.

The first showing of the special production in the Dominion was at the Allen theatre, Toronto, for the four weeks starting July 27. The second "Hearts of the World" print will be used for the opening of the new Allen theatre in Westmount, Quebec, on Monday, September 16. This run is scheduled to occupy three weeks at least. Incidentally, the new Allen theatre in Westmount which is virtually a portion of Montreal

is under the management of Mr. LeMar, a Montreal film man of note.

The third print will be started at the Allen theatre in Edmonton, Alberta, which also opens in September while the fourth print will open the new Allen theatre in Regina on or about September 25. Thus the Allens are opening three of their new houses in Canada with "Hearts of the World." In each instance special prices will prevail, afternoon admissions ranging up to \$1 and evening prices scaling to \$1.50.

### Toronto Showing Sept. 14.

After the Toronto run of "Hearts of the World" at Massey Hall on September 14, the first print will be used at the Temple theatre, Hamilton, the Majestic theatre, London, Ont., and elsewhere in Ontario. A booking for Allen's Regent theatre, Ottawa, Ont., will follow the presentation of the picture at the Allen theatre Westmount, Que.

Starting with the third week of the Toronto run of the Griffith picture, a change in policy affecting the sale of tickets was made. Finding that many people were disappointed at the last moment when they could not gain admission, the Allens decided to reserve a block of four hundred seats for rush sale immediately before each performance. These were the cheaper seats. As a result of this plan, the advance reservations were restricted more to the higher priced seats, thus enabling the poorer people a better opportunity to gain admission.

## Exhibitor Makes Good Suggestion

**If You Are a Small Town Exhibitor  
Read Mr. A. J. Mason's  
Letter**

Mr. A. J. Mason, who controls the Opera House in Wolfville, N.S., the Empire theatre in Hantsport, N.S., and the Princess theatre, Middleton, N.S., and who recently wrote a strong letter to the Digest some weeks ago regarding the fifteen-cents-per-reel war tax, has again sent an interesting communication to the Digest.

This time, Mr. Mason comes across with a suggestion that should be of interest to every small-town exhibitor in Canada. We are herewith reproducing the letter from Mr. Mason, and would like to hear what other small-town exhibitors think of Mr. Mason's idea.

August 16h, 1918.

Editor, The Digest:

Now that you have so kindly published a few letters from us "backwoods fellow exhibitors" regarding the 15 cents reel tax, perhaps you will be kind enough to publish my suggestion. The suggestion is simply this: We small-town exhibitors should get together—as close as we can—and send in a petition signed by all small-town men to the head of the department at Ottawa, and to other members of parliament, if possible, or else suggest a certain date for all small town exhibitors to write a personal letter stating conditions and what it means to us.

What do you thing gentlemen? Let's start something. Thanking you for your space, believe me, respectfully,

A. J. MASON.

## HOW MANY FEET DOES PICTURE CONTAIN?

**Chicago Exhibitor Says Exchanges Should Give This Information, Which Would Help Exhibitors Immensely**

**W**HY can't the film exchanges help out the exhibitor to the extent of letting him know just how many feet there are in each picture he books?" is the query of Sidney Smith, manager of the Kedzie Annex theatre, Chicago.

Mr. Smith claims that this information would be of inestimable value to the theatre man in planning his program, and could be secured very easily by the exchanges if they were only willing.

"When we go to a booker to sign up for our program," says Mr. Smith, "he may tell us that a feature picture is five reels, and when we come to show it it runs nearer six thousand than five thousand feet. The same way a two-reel picture may only run sixteen hundred feet, while a one-reel may be nearer fifteen hundred feet. By the time we have collected the various pictures going to make up our program we find that instead of the seven thousand feet we desired we have nearer nine thousand and the show runs too long and upsets all our schedule for the day, and yet we cannot omit any one of the features. If it runs too short we may be able to fill in, but this means hurrying around for a good short subject after your show for the day has started.

"The exchanges may think this is too small a point with which to bother, but it is a big point from the exhibitor's standpoint. And I cannot see but what it would involve very little effort on the part of the exchange. We book our pictures from two to three weeks in advance and cannot wait to find out for ourselves just how long they run. The

booker could easily ascertain this beforehand and have the information all ready for us.

"He can do it. Why doesn't he do it? The first exchange to start this little special service to exhibitors is going to be the most popular one in the city. Why doesn't someone get busy?"



**CLARA, THE BEAUTIFUL.**

She's a great favorite with Canadian exhibitors—is Clara Kimball Young. The Monarch Film Co., Ltd., has a star in Miss Young, of unquestioned merit.

## Gross Receipts Should be Taxed

**Toronto Exhibitor Gives His Idea of How Reel Tax Should be Applied**

Mr. Maurice Thaler, proprietor of the College Playhouse, Toronto has something to say on the 15 cent reel tax. Mr. Thaler says, speaking about the solution of the trouble. "I believe that the tax should be graded according to the gross receipts of the theatre. For instance, the first \$300 the theatre takes in, they should pay to the government one-half per cent. The next \$300 or any proportion thereof, one per cent. should be given to the government, and any amount thereafter two per cent.

"In figuring the gross receipts of all motion picture theatres, vaudeville houses and legitimate houses, the government would receive approximately twice the amount of money they are receiving to-day, and the burden of the tax would be equally distributed, and would also take in the legitimate and vaudeville houses as well as the motion picture theatres. This would be a fairer distribution of the burden."

## Kleine Reports Big Orders in Chaplin

The controversy regarding the new Charlie Chaplin two-reel comedy, "Triple Trouble," has only served to increase advertising values, and the George Kleine offices report they are reaping a rich harvest of contracts. "Triple Trouble" was made when the comedian was at his best, and is one long, continuous laugh. It has a plot, too—which may be an accusation in a Chaplin—but nevertheless it is there. It concerns the efforts of some German agents to steal from an American inventor the formula for a powerful explosive that can be ignited by wireless. They do not get the formula, but the public gets a lot of fun and Chaplin indulges in some new acrobatic stunts.

Alfred Whiteman, the former Vitagraph star, has completed his first Tri-angule feature at the Culver City studios, under the direction of Jack Conway. Al had a very difficult part, playing his best scenes after he had been arrested and handcuffed. Al is now spending a few days at the beach prior to getting his wardrobe together and studying the script for his next story.

## Be Sure To Book This Great Picture

**"Canada's Work For Wounded Soldiers" is Free To You**

It has become the function of the moving picture screen just as much as it is of the daily newspaper to provide the public both with information and entertainment. The weekly news service on the screen is "read" just as much as the front page of the newspaper and even by a large proportion of the public who "cannot be bothered" reading through the newspaper.

"Canada's Work for Wounded Soldiers," is an animated blue book giving the history of the work done for wounded soldiers both in the way of medical treatment and of industrial re-education, but while few would read the blue book or pamphlet, however attractively presented, every one will be anxious to see this serial.

It is full of the human element—the scenes showing the various activities are not stereotyped—they show the spectator just what he or she would see were they taking a trip through every hospital, training school and industrial plant where men are being trained throughout Canada, with the privilege of talking to the men and asking them what they are doing.

The first reel shows debarkation and hospital treatment. The next three show the workings of many of the two hundred odd varieties of re-educational courses granted by the government, the last reel showing the manufacture and use of artificial limbs.

An advertisement on another page gives the details of the arrangements to be made for booking this serial free of all charge. Posters, display photographs and space in local newspapers will be provided directly by the publicity branch of the Department of Soldier's Civil Re-Establishment, which is presenting the picture.

Exhibitors have already shown their readiness to co-operate with the government in the matter of films. In this case they are called upon to do a service to the public and to returned men in showing how the latter are availing themselves of their opportunities and proving that they are prepared to 'Carry on' in civil life as loyally and stalwartly as they did overseas.

## Movie Men Join Retail Merchants

**Theatre Proprietors in Ottawa Valley to Come in Too**

The proprietors of the motion picture houses of Ottawa are the latest to join the Retail Merchants' Association. A meeting was held Tuesday to formally appoint officers to represent them in the association. Organizer J. C. Campbell says motion picture men in the Ottawa valley will be asked to join at a later date.

Advertising is your transport. Don't let your own submarine of untruth menace it.



The thinking exhibitor does not make up his mind on the spur of the moment; he does not sign contracts for service until he is conversant with what is available for him on the film market. He listens to every proposition offered, then he carefully chooses the best and it invariably is---

# **GOLDWYN**                      **SELECT** **Pictures**                      **and**                      **Pictures**

---

Coming—SMILING BILL PARSONS  
CAPITAL COMEDIES

---

**MONARCH FILM COMPANY Limited**

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL



# **Another Drawing Card Added to Our Program**

**Every Week we will Release  
in All Our Branches**

**The**

# **Official Allied War Review**

**All the Latest News from the Different Fronts.**

---

**Positively the Best Productions on the Market  
Will Be Released by us Beginning September**

**BEST KNOWN STARS - PLAYS - DIRECTORS**

**Get in touch with nearest branch for dates for such Stars as**

<b>Frank Keenan</b>	<b>Fannie Ward</b>	<b>Bryant Washburn</b>
<b>Bessie Love</b>	<b>William Russell</b>	<b>Margarita Fisher</b>
<b>Mary Miles Minter</b>	<b>Mrs. Vernon Castle</b>	<b>and others</b>

---

**ASK FOR DATES ON COMEDIES BY**

**HAROLD LLOYD**

**BRITISH OFFICIAL WAR OFFICE NEWS**

**BRITISH GAZETTE**

**PATHE NEWS**

**They ought to be on every programme**

---

# **SPECIALTY FILM IMPORT Limited**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers  
Digitized by Google

NEW YORK PUBLIC LIBRARY



Ready for Release  
Do Not Delay in  
Booking

# **HANDS UP** with **RUTH ROLAND**

The Best Serial Ever Released by PATHE  
Produced by ASTRA, Written by GILSON WILLETS  
Directed by JAMES W. HORNE



**Branches:**

**ST. JOHN  
TORONTO**

**CALGARY  
MONTREAL**

**VANCOUVER  
WINNIPEG**

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



# The Dominion Government

ASKS YOU TO BOOK  
FREE OF RENTAL

For Showing in September, the Five Reel Serial

## "CANADA'S WORK FOR WOUNDED SOLDIERS"

**Presented by the Department of Soldiers'  
Civil Re-Establishment**

This film shows the whole process of rehabilitating the wounded soldier, from the moment when he steps off the hospital ship to the time when, after hospital treatment, he is educated in a trade or profession by the government, and enabled to resume his place in the community as a wage earner, regardless of the handicap of his wounds. The film took eight months to photograph, and the Patheoscope company's operator who took it travelled from coast to coast.

Canada's exhibit of her work for wounded soldiers at the Inter-Allied Conference on the After Care of Disabled Soldiers and Sailors, held in London, England, in May, was declared by all who saw it to be the principal feature of the conference.

"The Canadian section is one of the wonders of the exhibition."—Westminster Gazette.

Another well-known English publication said:

"Canada...has taken up vocational training on a larger scale than any other country....when discussions took place the debate must have seemed sometimes to the Canadian delegates to be devoted to first principles and to problems already solved in Canada."

One of the principal mediums of showing the conference what Canada has done and is doing for her soldiers was the film you are asked to show for the first time to your patrons.

**"Canada's Work For Wounded Soldiers"**

For bookings apply to your nearest Famous  
Players or Canadian Universal Agent, or to

**THE MOTION PICTURE DISTRIBUTING COMMITTEE**

Messrs. JULE and J. J. ALLEN  
Famous Players  
TORONTO

CLAIR HAGUE  
Canadian Universal  
TORONTO

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



## TIMELY FILM GOSSIP FROM THE LOS ANGELES PICTURE STUDIOS

Charles Ray has been working very hard lately, and expects to be through with his present Paramount production, "The Sheriff's Son," in about ten days but this will only mean that he will step from one picture into another, because the script is already for Charlie's next feature and everything is in readiness to begin work on it. Charlie has been spending his evenings going over the script, selecting his wardrobe and talking the story over with Jerome Storn, who will direct the picture. Charlie will have another backward boy characterization in his forthcoming story.

Henry King has been working on desert near Santa Inez for the last week, making some exterior scenes for the latest William Russell feature, "When a Man Rides Alone." King Russell, and the members of the company have all had to camp out in tents during their stay, and the other day King sent word up to the American studios to send them out some more food, and also mentioned that they might include about fifty gallons of ice cream if they could as the heat was 118 in the shade, and there wasn't any shade.

Claire Du Brey has finished her work in the present J. Warren Kerrigan feature, and has gone up to San Francisco to visit her relatives for a few days, but will return at the end of this time to play in the new Kerrigan picture, which will be started within a day or two under the direction of Ernest C. Warde. This is the first time that Claire has had to get away and see her folks for several months, and she is making the most of the opportunity, thinking that if she didn't get to see them soon, they would probably not know her when she did go to see them.

Gloria Hope has finished her work in Bessie Barriscale's latest Paralta play "The Heart of Rachael," and has been spending the last few days in Los Angeles, buying some new clothes and anything else that happens to take her eye in the shops. It also marks the first time that Gloria has ever driven her new car in downtown traffic and she feels very proud of the fact that she hasn't even bumped into another car, although she admits that she has had several real close calls.

George Holt is up in Big Bear on location with the Monroe Salisbury company, playing the heavy in the latest Bluebird feature which Rollin S. Sturgeon is directing. Several years ago Holt played the heavy in "God's Country and the Women," and "Through the Wall," for the Vitagraph, and which Sturgeon directed. George and his director are renewing old times now in the evenings discussing some of the close calls that George experienced during the making of these pictures.

Dorothy Gish is getting her frocks ready for her next production "The Hope Chest," from the book by Mark Lee Luther. This is a modern society comedy drama and Director Elmer Clifton is getting the story in shape and is looking forward to its production, as it seems an ideal vehicle for bright Miss Dorothy. The production just completed is said to be another splendid photoplay, full of genuine humor and pathos put on with just the right touch.



**PRISCILLA DEAN.**

Priscilla is a young lady who has been seen in considerable of Universal's output. She has many screen admirers, and has been seen to advantage in a number of Universal serials.

Will M. Ritchie, former editor-in-chief of the American Film Company, has just started work on a script for the Famous Players-Lasky Corporation, in which Wallace Reid will be the featured player. Ritchie is writing the story in the seclusion of his home in Pasadena, where he has turned out many feature stories and serials since he purchased the place several years ago. Ritchie thinks that it is the ideal spot.

Mary Anderson's Airedale proved the careful training he has received this week when a baby mocking bird fell out of its nest into the yard of his mistress. The dog made a rush for the bird, but Mary saw him in time and shouted a warning to him not to hurt the bird. He went to where the bird was, and picking it up gently, brought it to his mistress and laid it down at her feet. Mary took the bird in the house and two days later it seemed to be much better, so she placed a ladder against the tree and put the bird back in its nest among several other little ones.

to write manuscripts, and declares that the best work he has ever done has been written at his Pasadena home.

Bessie Barriscale and her hubby-director, Howard Hickman, consider that they have a treasure in their Japanese servant, and the Pinkerton detectives in their palmist days never kept better watch on anyone than they do on their servant. His fame has spread around the film colony, and the said servant has received many flattering offers. Robert Brunton, manager of productions, the other day warned Bessie and Howard that they stood a good chance to lose their prize if they didn't watch out, so they immediately raised the salary of the servant until it was beyond all bids received by him, and they feel confident that it would take a Morgan to raise the ante.

Ora Carew, who is playing opposite Wallace Reid at the Lasky studios has been kept on the jump all this week, and hasn't even been able to get away from the studio early enough to get down town to her hairdresser's. Ora likes her part immensely in this picture and vows that she will never play another vampire part as long as she remains on the screen. Sixteen weeks of wrecking homes in the Diando serial, "The Wolf-Faced Man," convinced her that a villainess's life is not all that it is cracked up to be on the screen. Life was just one bruise and bump after another with Ora during the making of this serial.

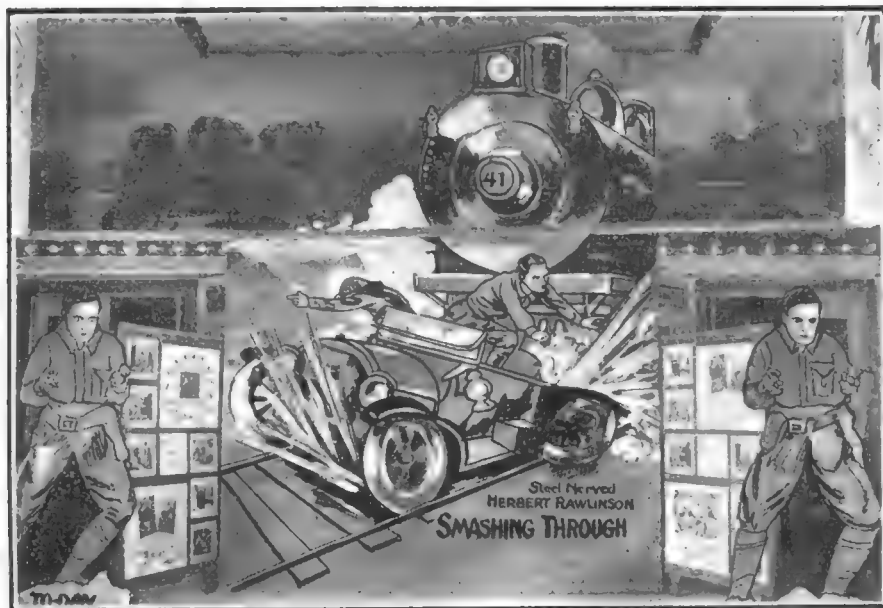
Director Edward Sloman is now on the last part of his latest Margarita Fisher picture for the American Film Company, the assembling of the scenes. Sloman took his last scene the early part of the week in Los Angeles and immediately returned to the studio, where he shut himself up in the projection room and began running the film, making notes to his stenographer where he wanted to cut each scene. Sloman expects to finish the cutting in a few days, and then be able to begin work on his new Margarita Fisher story, which will probably be "A Side Show Girl," by Peter Clark MacFarlane.

Mollie McConnell says that she never received so many letters from film fans for her work in one picture as she has on "The Claws of the Hun," Charles Ray's Paramount production. Mollie's letters were mostly from mothers, some of whom felt just the same way that she did in the picture about their sons going off to war. She thinks that the picture has done a world of good as a propaganda feature, and has made many mothers look on the war from a different angle.

The Motion Picture War Service Association "did itself proud" on the night of July 31st when it paraded Hollywood Home Guards, floats and all, to celebrate our successes on the front and to usher in the War Exhibition. All the celebrities were in line, Mary Pickford, Doug. Fairbanks, et al. The women, in distinctive dresses, made a great showing. Dense crowds enjoyed the procession.

# LOBBY DISPLAY DEPARTMENT

Conducted by  
**ARCHIE LAURIE**



LOBBY DISPLAY FOR "SMASHING THROUGH"

## LOBBY DISPLAY FOR "SMASHING THROUGH."

"Smashing Through" was a production in which was starred Herbert Rawlinson. The production adapted itself to many forms of good advertising and publicity. The accompanying cut shows how the lobby display was treated. It was made out of cardboard, and presented a very attractive appearance. The headlight of the locomotive was lighted by a large electric light in the rear, which gave a very thrilling effect at night. The smoke stack of the locomotive was also lighted up by a reddish white light to make the smoke look firey. The smoke effect is a separate cut-out by itself.

I had a large train bell at the rear of the display, and a cord attached to it by the doorman's seat. Every little while the doorman would ring the bell. Needless to say the people on the street stopped when they heard the big locomotive bell, and by this means special interest was aroused in the display. The frame was ten feet long and thirteen feet high. The cost of this display was next to nothing.

## Additional Toronto and Ontario Topics

### TORONTO THEATRE USES FLAG AS DROP CURTAIN.

Manager Bernstein, of Loew's theatre, Toronto, sprang a patriotic surprise on his crowd the other night by waving a Union Jack of record dimensions.

He did not wave the flag himself because it was too big for any one man to handle. The Jack was lowered like a drop curtain and entirely filled the stage opening. It was shown immediately after the presentation of "Panthra" and simultaneously the orchestra broke into the strains of the British National Anthem. The crowd responded enthusiastically. The flag is said to be the largest in Canada.

### REMODEL HOUSE; WILL PRESENT PICTURES.

The Grand Opera House, Peterboro, Ontario, is being remodeled with the idea in mind of presenting moving pictures almost continuously throughout the coming season.

Previous to this time, Manager Turner of the Grand has booked various road shows but he has decided to adopt a new policy for the house. He intends to rely upon pictures and will book only an occasional road attraction. The theatre is being altered, decorated and refitted in various ways, making it practically a new house. The work is being done under the direction of William Dineen, of Toronto.

### GETS MANY CONTRACTS FOR SERIAL.

Jack Nelson, of the sales staff of the Specialty Film Import, Limited, Toronto office, was in Western Ontario last week and came back with some good contracts for the new Pathe serial "Hands Up." He says that the new Pathe announcement of the good things in store for the exhibitors for the coming season, has caused a lot of favorable comment among the exhibitors.

### BACK FROM NEW YORK.

Mr. Vincent McCabe, district manager for the Fox Film Corporation, Limited, returned Monday from one of his flying trips to New York. Mr. McCabe is getting so used to being lulled into slumberland via the clinkety-clink of the choo-choo train on the rails, that he can't go to sleep when he strikes a regular bed. While in New York Mr. McCabe discussed the fall sales policies and plans of the Fox Corporation as it affects Canada. In next week's issue of the Digest a special Fox announcement will be made that will interest every exhibitor in Canada.

### TO TAKE DETERMINED STAND.

The Moving Picture Exhibitors' Protective Association of Ontario, Limited, is going to take a determined stand against the indiscriminate presentation of slides and trailers for charity, patriotic and other general organizations. Some regulation of this matter is proposed, and it is hinted that all special slides or trailers should be reviewed that the office of the Ontario Association before being screened in a theatre.

## Now Able to Get Photos, Lithos Etc.

### Canadian Exchanges Said to be Having No Difficulty Getting Supplies

Exchanges are finding no difficulty in obtaining still photographs, lithographs, heralds and other advertising matter. A short time ago the entry of all photographs and posters was refused under an order-in-council, which prohibited the importation of photos and other paper for commercial purposes. Exchanges are permitted to import all the paper they now need under special license.

One result of the order-in-council, providing for a reel tax of 15 cents per day, has been the discarding of a considerable number of old pictures which had been lying in the vaults of Toronto exchanges for many months. There had been an occasional call for some of these old subjects, but when the reel tax came into effect several of the exchanges decided that the best thing to do would be to get rid of the time-honored celluloid.

### THIS SHOULD GO BIG.

The Official Allies Review will be released in Canada by Specialty Film Import, Limited, beginning week of August 19th.

This review will contain all news from the French, American and Italian armies.



# STORIES OF THE PLAYS AND PLAYERS

## BABY MARIE OSBORNE IN "WINNING GRANDMA."

Five-part comedy drama. Advertising material: one, three and six-sheet; campaign book; photos, 11x14 sepia; 22 x28 of star and scene; slides.

In this new play, Baby Marie Osborne is afforded an opportunity for her familiar ingenious and winsome characterization. Baby Marie is the daughter of the younger son of a shrewish and strong-tempered old lady whose command of wealth has caused her to become a stern martinet. Her temper and her disagreeable characteristics cause a disagreement with both her sons. The eldest, who has charge of his mother's business affairs, is turned out from the door in disgrace for some trivial misbehavior. Then the old lady sends for her youngest son and in spite of his protestations, installs him and his wife and his little daughter, Marie, in her home.

The arrival of the family at the wealthy old aristocrat's dwelling, creates complications. Baby Marie is immediately disciplined and her childish instincts curbed by her grandmother, but not for long. The little girl's winsomeness softens the stern old grandmother's heart. To be sure, there are interludes that are amusing to all save the old lady. For instance, there is the occasion when "Smiling Sammy" the little colored boy, becomes an unbidden visitor in the rich home. There is a scene in which the little darky takes possession of a grand piano to the horror of the Baby's grandmother.

Stern complications arise when it is discovered that the old lady's fortune is menaced by unscrupulous plotters. Baby Marie's father discovers the attempt to loot his mother's fortune and routs the crooks. Everything ends happily with the family reunited and the grandmother cured forever of her intolerance and ill temper. Baby Marie has a wonderfully strong part in "Winning Grandma" and altogether, the play comes up to the standard established by Diando's baby star.

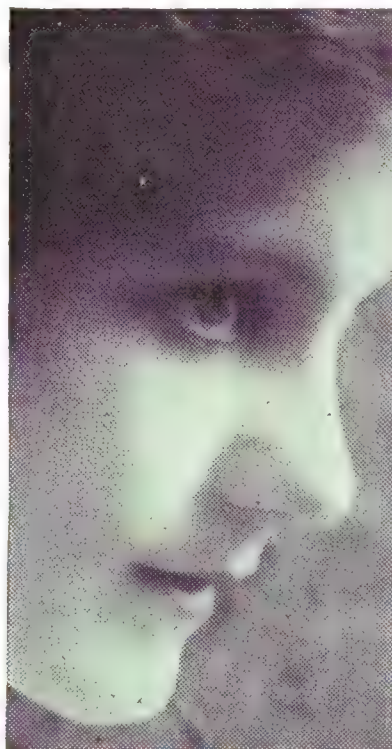
Judge Louis Lazard, of the Brussels Board of Commerce and a close friend of King Albert of Belgium, was a recent visitor to Theda Bara while she was at work on "The She-Devil," her latest play, at Hollywood, Cal. "She is a very remarkable woman," said Judge Lazard, after leaving the studio. "She is the idol of the Belgian populace."

Bud Fisher, creator of Mutt and Jeff, has solved the problem of ridding the United States coast of the U-boats that have been destroying shipping. One of Captain Fisher's latest Mutt and Jeff Animated Cartoons has for its title "Hunting the U-boats" and in this picture Mutt and Jeff are shown exercising a little aquatic hate on the Kaiser's Fusiliers of Frightfulness.

## GLADYS BROCKWELL WEDS A SOLDIER.

Gladys Brockwell, Fox star, has just returned from Camp Lewis, American Lake, where she was married to Harry Edwards, now a soldier in the United States army, but formerly a director associated with various western coast producing companies.

Edwards entered the army several months ago, and recently he persuaded Miss Brockwell to go to Seattle and have the ceremony performed. Immediately on her return to Los Angeles, she resumed work in the Fox production of "The Strange Woman."



VIOLA DANA

One of the most popular screen stars to-day is Viola. This dainty miss is popular with Canadian exhibitors and their patrons. She is now being featured in Metro's All-Star Series, and Regal Films Limited, will be able to offer her to the Canadian exhibitors in some exceptionally strong box office attractions.

William Farnum caught another rattlesnake recently while out on a location making scenes for "The Rainbow Trail." It is understood that there is a movement under way to christen him the American St. Patrick.

Peggy Hyland has only one athletic vice. That is playing golf. And it's an expensive vice, too, because the balls she loses, it is estimated, would reach from Fort Lee to Forty-second Street, if placed end to end.

## HARRY T. MOREY NOW A MEMBER OF THE LAMBS.

Harry T. Morey, Vitagraph star, was made a member of the Lamb's Club last week, and has the distinction of having been elected a member of the famous theatrical club in record time. He was proposed, elected and installed in a period of about sixty days. To celebrate the occasion Harry's friends in the organization gave him a party at the clubhouse in New York City.

Mr. Morey expects to finish work next week in "The King of Diamonds," the Edward Ballou story in which he, with Betty Blythe as his leading woman, is working under direction of Paul Seardon.

## "WEIGHTY MISS NELSON."

Frances Nelson is no longer acting for the Superfeatures Distributing Corporation because of a new and unfavorable feature in her young life—weight. That, at any rate, is the claim of the corporation in its answer to a suit for \$75,000 brought by the diminutive artist. Miss Nelson alleges breach of contract. The defendant, in an answer filed in the New York County Clerk's office, says that avoirdupois is of the essence of that self-same contract, and that Miss Nelson now weighs—here is the tragic truth—"more than 110 pounds."

## MONTGOMERY AND ROCK IN ANOTHER BEACH COMEDY.

Director J. A. Howe's Big V company has decided that the Vitagraph Company really would benefit by another beach comedy, so the Montgomery, Rock and Howe troupe continues to camp on the beach at Santa Monica, the while it cavorts through comedy situations in bathing suits and under beach umbrellas.

Capt. Horst von der Goltz, who appears personally in "The Prussian Cur," is a self-confessed German spy. He has admitted in court that he was one of the ringleaders in the plot to blow up the locks of the Welland Canal, and thus aid Germany by blocking food shipments from the Northwest to the Allies.

One hundred sculptors were kept busy turning out massive set pieces for the various scenes of "Salome," the big Theda Bara production. It took an army of 800 men to rebuild the city of Jerusalem.

To be photographed 3,000 times within an hour was the experience Theda Bara recently underwent when she visited her godsons, the men of the 158th Infantry at Camp Kearney, Cal. Every man in the regiment, it seemed, had a camera, and wanted Miss Bara's picture. She looked pleasant through it all.



## MARITIME PROVINCE MENTIONS

### "Sirens of the Sea" Is Not For New B.

### "Nix on This Picture" the Cen- sors Say—Margetts Feeling Far From Gay

"Sirens of the Sea" will not be shown in this province; that is unless G. A. Margetts, of the Canadian Universal Film Company, Ltd., decides to make a further appeal to the courts which have already decided to dismiss his appeal.

Mr. Justice Barry, to whom the appeal against the decision of the N.B. Board of censors was made has dismissed the appeal.

In his judgment Mr. Justice Barry states the unusual nature of the decision which is to be made, saying that it is not a matter of law or facts but merely a question as to whether the Board exercised proper discretion in condemning the picture "Sirens of the Sea."

The official notification of the condemning of the picture as given by the chairman of the Board is as follows:—that they felt "The film was generally immoral in tone, and characterized in many of its parts by situations of great indecency, and that there are so many of these situations that the board cannot allow it to be exhibited in this province.

Mr. Justice Barry says:—"It is the duty of the censors to prohibit the exhibition of pictures indecent in their tendency and inimical to the moral health of the community, and to prevent, if possible, everything that is immodest, unseemly, indelicate or obscene. Vice must be discountenanced and kept under discipline and folly shown with great caution and reserve. The legislature has given to the lieutenant-governor-in-council authority to name a board by whose discretion and judgment all these matters are to be regulated. With respect to 'Sirens of the Sea' I have no doubt the censors performed their duty honestly and fairly, and according to their own conception of right and wrong. I can see no reason why a judge whose judgment in these matters may not be superior, whose judgment may indeed be far inferior, to that of the members who compose the board of censors, should interfere with their discretion or reverse their decision upon a question in regard to which they are supposed to possess special qualifications. So long as the legislature clothes the board with a discretion in regard to the decision in such matters, and in the performance of their duties the censors act fairly and honestly and not from any improper or ulterior motive, I think it would be contrary in principle for an appeal judge to interfere with their discretion. While, seemingly, by the

order-in-council, all the judges of the courts named are severally given the authority to vary this particular decision of the board, for the reasons given, I for one do not feel disposed to exercise that authority and therefore shall not interfere with the decision of the board of censors. The appeal is dismissed."

"The picture in question certainly seems to me to have much to commend it to lovers of the beautiful in nature and in art, and to possess many captivating scenes. Some of the scenes are mystical and allegorical in their character, others are intended to portray the human passions, love, sex-attraction, hate, revenge, remorse. Many of the young girls who as nymphs and sirens participate in the sea scenes are, on account of the nature of the parts they play, but scantily clad; and the same is true of the male actors. The fact that the picture play is staged in a beautiful setting is, of course, no license for its exhibition, if the tendency of the whole production is pernicious. To do an ill thing well but doubles the fault. If a painter suffers his pencil to become licentious, if he gives us immodesties, the merits of a Raphael will not excuse him."

An invitation has been received by the members of the executive of the Maritime Provinces Motion Picture Exhibitor's League to attend a meeting in Halifax to consider details of the annual convention to be held in that city September 19th and 20th.



DOROTHY PHILLIPS.

Miss Phillips has earned the right to be classed as a screen star of splendid ability. Universal should be lucky in having her in their fold, as she has a host of followers throughout Canada, through her consistent work before the camera's eye.

J. A. Cooper, Canadian general manager of the General Film Company has been in St. John for some days.

Great sympathy was felt in St. John for W. W. O. Fenety, of Fredericton, in the tragic death of his father William T. H. Fenety, who with Mrs. Fenety was drowned on August 13th. Mr. and Mrs. Fenety were driving in an auto which plunged through the open space of a draw bridge over the Oromocto River.

Mr. Fenety had been interested in theatrical matters for many years and for many years was lessee of the Fredericton City Opera House. When motion pictures came in he established the unique theatre on Carleton St., and later the Gaiety was built on Queen St. about a year ago, W. W. O. Fenety his son being associated with his father. Through his association with amusement and theatrical enterprises the deceased was widely known throughout Canada and the United States.

"Everywoman," the Henry A. Savage production is having a fairly successful engagement at the Imperial theatre, St. John.

L. R. Acker, of the Orpheus, Halifax, is re-decorating his theatre, making a new entrance on Barrington street, and will open with a new policy on Labor Day. Pictures will start at noon to continuously till 10.30 at night. The opening feature will be "Over the Top" the Vitagraph picture featuring Guy Empey.

### EMPEY MUST ANSWER.

#### Suit of Lee Keedick is Held to be Valid

Sergt. Arthur Guy Empey, who has lost his captain's commission in the U. S. Army after he had it almost in his grasp, met with another reverse when Supreme Court Justice Donnelly decided that he must answer the suit of Lee Keedick, former manager of his lecture tour, to recover \$88,589 damages for breach of contract. Keedick contends that because Empey quit the tour in the middle of his engagement the management lost \$60,000 and is subject to claims for \$22,500 additional by persons with whom lecture dates had been arranged.

Counsel for Empey filed a demurrer to Keedick's complaint, alleging that the contract was not enforceable because it was too one-sided, being all in favor of Keedick. The defendant contended that while Keedick under the contract could compel him to appear for all the lectures arranged for he couldn't compel Keedick to give him any dates. The court held that the complaint states two good causes of action, and gives Empey permission to file an answer to the suit, if he has any defense.

Try to know your regulars by name—its worth while.

# WESTERN CANADA FILM NEWS

From JOHN J. CONKLIN  
Dramatic Editor  
The Winnipeg Free Press

Winnipeg, Man.—The Province theatre, which for the past seven years made entertainment for Winnipeg citizens is now undergoing \$40,000 improvements.

The province was the first big motion picture house in Winnipeg. The programmes offered Province patrons have been the highest standard obtainable; never has the management shirked in paying the price for a 100 per cent. production.

When the new Province opens, about September 16, the Winnipeg public will have much to look forward to. Not only is the very best promised in feature productions, but many new innovations are being planned. The new theatre will be a delight to the eyes as well as cosy and comfortable at any time of the year.

The managers of the Winnipeg picture houses have been giving the public the finest line of photoplays to be seen anywhere and on the same days that these pictures are shown in the larger cities in the United States.

Manager Bloom, of the Famous Players, is racking his brains these days to know where to place "Hearts of the World," now that he has the masterpiece to distribute. It will go into the Dominion, leased by the Allens of Toronto, Sept. 2, it is believed.

The Allens, of Toronto, have before them all the data in regard to suitable sites for their proposed new theatre in Winnipeg. Nearly all are within two or three blocks of the corner of Portage and Donald. There is quite a lengthy list and it will take some expert figuring to simmer them down.

Crescentwood, just outside the fine residence district, is to have a picture house this fall which will be a credit to the locality and have first run feature plays on the programme. It will be built by Mr. Shuberg, of Vancouver.

Manager Jernberg, of the Province, moved his office to the Bijou on Monday where he will stay during the rebuilding of the theatre.

"The Combat," featuring Bushman and Bayne, was so badly cut up before reaching the city, that Manager Williamson, of the National, declined to run it, after seeing a private screening. The Manitoba censor board had nothing to do with it.

The Imperial theatre is to be re-opened early in September, Manager Morton of the Monarch, is to do the needful, if present negotiations go through without a hitch. Mr. Morton has arranged for a fine line of drama and comedy.

"Well, I have the finest projection of any theatre in the city," declared the director of motion pictures at the Lyceum this week. "The management

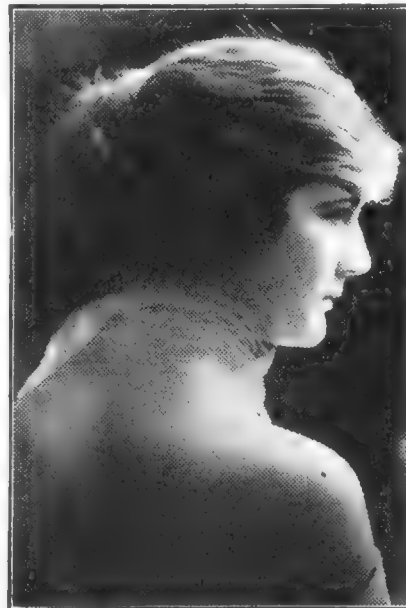
has spent over \$2,500 in new machines and in refitting the operating room this month, and I think that the patrons appreciate it," he concluded.

Work has been commenced on the new Allen theatre at Edmonton and workmen are already beginning to demolish the old Orpheum Arcade which has been a landmark on Jasper Ave. for years. Jule and Jay Allen have prepared plans for a replica of their famous Toronto theatre and have instructed Manager Max Allen to give returned soldiers preference in any work to be done.

## SUMMER POLICY ADOPTED BY THE EMPIRE, SASKATOON.

The Empire theatre, Saskatoon, Sask., operated by the Groves-Walker Company, Limited, adopted an interesting policy for a period of six weeks starting Monday, July 29th, as a plan to meet hot weather conditions. Programs are being changed three times each week and shows are presented continuously each day from 1 p.m. to 11 p.m.

Each program consists of a five-reel feature, a two-reel reissue and a one-reel comedy re-issue. Admission prices range from 5 cents to 15 cents at all times of the day and special provision is made for the free admission of women and children at special hours. The new plan is meeting with success, it is reported.



MARY MACLAREN.

In Mary MacLaren, Universal has a screen actress that is a big winner at the ticket window. She can bring 'em into the theatre, and send 'em out again, feeling as if they had secured their money's worth. It's a pretty big contract at that!

## To Co-operate With Exhibitor

### This Will Be One of the Aims of the Exhibitors' Distributing Corporation Ltd.

Through a premature announcement in the Digest, the name of the new film company which was organized a few weeks ago in Toronto, was given to Digest readers incorrectly. The official name is now the Exhibitors' Distributing Corporation, Limited, and the aims of the company will be to have a closer connection with the exhibitors of Canada than any other film exchange has hitherto enjoyed. It is said that this new organization has an unique selling plan which should appeal to the exhibitors of this country, and just as soon as arrangements can be completed, an announcement will be made to the trade through the medium of the Digest concerning the coming plans and policies of the new company.

The Exhibitors' Distributing Corporation, Limited, has taken quarters over the Rialto theatre, and when everything is arranged, there will be every facility for transacting business efficiently. The offices are very central. The entire staff of Superfeatures, Limited, has been taken over, together with all the present pictures formerly released by Superfeatures, Limited. Superfeatures, Limited, will become a holding company in the new film organization.

Charles L. Stephenson has been appointed general manager of the Exhibitors' Distributing Corporation, Limited. Mr. Stephenson is also known to many by the name of Stephens, his former stage name. He has decided, however, to discontinue the use of the name Stephens, and his new cards bears the correct name Charles L. Stephenson.

## HAROLD LOCKWOOD.

"A King in Khaki," the first of Harold Lockwood's special productions, distributed by Metro, has just been completed and will shortly be announced for release.

Though the title bears a suggestion of the military the story is not based on the present world conflict but on the subject of high finance with an interesting love theme. The principal figure in it is the picturesque khaki-clad David Smith, who fights a group of Wall Street promoters when he learns of their plan to defraud the many small stockholders in the enterprise of developing the natural resources of a fertile spot in the tropics called Horse Island of which Smith is managing director. Smith wins his battle and for his reward gains the hand of his adversary's daughter.

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**AT LIBERTY**—Motion Picture Operator; 12 years in the business; licenses for Nova Scotia and New Brunswick; also member of I.A.T.S.E.; apply J. Frank MacGuire, Box 514, Church St., Pictou, N.S.

**POSITION WANTED**—A young lady who is a capable pianist, and who understands "playing the pictures," would like a position in a Toronto Moving Picture House. Address replies to Miss Richardson, care The Digest. 3t

**MOVING PICTURE THEATRE FOR SALE**—or to lease, fully equipped, large seating capacity, in town of 20,000. Apply to the Griffin Amusement Corporation, Ltd., 34 Victoria St., Toronto. 2t

**WANTED**—Position as pianist in moving picture theatre in Toronto, or any other city where permanent position is offered; competent and experienced in playing for both vaudeville and pictures. Address Helen Marks, 71 Grosvenor St., Toronto.

**FOR SALE**—Four latest model Simplex machines, motor drive and all modern attachments; one double machine asbestos booth, Johns-Manville type; two double machine iron booths; two single machine iron booths; number of music stands with light attachments; 500 feet of cable; machinery for effects of every type; this the property lately used in exhibiting "Birth of a Nation," and "Intolerance." For list and prices apply W. Cranston, 609 Lumsden

**WANTED**—A position with film exchange as booker or film inspector. Have been an operator for past five years. Would like a change. What have you to offer? Apply P. S., care The Digest, 326 Spadina Ave., Toronto, Ont.

**FOR SALE**—Complete Moving Picture Outfit; Powers machine; large curtain; 5 double size reels; and small reels; and every thing necessary to run a show. Price \$130.00 if sold at once. Box 814, Orillia, Ont.

**MOVING PICTURE OPERATOR** open for engagement. Several years' experience in operating and managing theatres. Box 814, Orillia, Ont.

**EXPERIENCED VIOLINIST** Orchestra leader with accompanist, open for engagement anywhere in Canada. Large repertoire for pictures. Address M. Verney, 229 Wellington St., Sherbrooke, Que.

## Universal Has Big Line-up For Coming Season 1918-1919

The announcement of the fall offerings of the Canadian Universal Film Co., Limited, for the season of 1918 and 1919 are contained in this issue of the Digest, and will doubtless be read with a great deal of interest by the Canadian exhibitors. Seven pages of advertising copy in this issue carries the Universal story to every Canadian exhibitor in the Dominion.

Universal is offering a splendid array of screen material, and this well known exchange organization has gained the confidence of the exhibitor-body of this country by fair and square business dealings. Twelve Jewel productions are on the way, and these will be given to the exhibitors on the open booking plan. Early in September will be released Lois Weber's great photoplay "For Husband Only," said to be a sure-fire box office attraction. Later on, "Crashing Through to Berlin," a mighty war spectacle, will also be released, while "The Yellow Dog" will also soon be added to the list in Canada.

Besides Jewel Production, Universal

has some splendid Bluebird Photoplays on the way for the season 1918-1919. One Bluebird will be continued to be released each week, starring such worth while stars as Monroe Salisbury, Carmel Myers, Fritzie Brunett, Ruth Clifford and Violet Mersereau.

The Universal Star series will also find favor with Canadian exhibitors. There will be eight Mary MacLaren productions, eight Mae Murray productions, and eight Dorothy Phillips productions. These series can be looked on the star series plan, or for the entire series of the four stars. One will be released every other week.

Besides these offerings, there will be smashing serials that will surely get the money. Alice Howell comedies, L-Ko comedies, Lyons and Moran comedies; two and three-reel Western and Railroad dramas, and the famous weeklies—Animated Weekly, Screen Magazine and Current Events.

The Specialty Film Import, Ltd., is now the Agency for the American Film Co. (Canadian Rights). Mary Miles Minter, Wm. Russell, and Margarita Fisher are some of the stars to be presented. They will start the fall trade in September and handle 35 features a year as well as other matter.

## REGISTRATION COUPON

*Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?*

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .



## Releases in Toronto and Montreal for Week Ending Aug. 24th

### TORONTO RELEASES

#### FAMOUS PLAYERS.

"The Vamp," Enid Bennett; five reels.

#### FOX.

"The Firebrand," Virginia Pearson; five reels.  
"Hunting the U-Boats," Mutt and Jeff comedy one reel.

#### GENERAL FILM.

"The Madison Square Arabian Nights," O. Henry series; two reels.  
"Barnyard Frolics," Pokes and Jabs comedy; one reel.

#### MUTUAL.

"The Ghost of Rosie Taylor," Mary Miles Minter; five reels.  
Screen Telegram; No. 46.  
"A Spooner Affair," Strand comedy; one reel.

#### REGAL.

"Tinsel," Kitty Gordon; five reels.  
"Masks and Faces," Sir Johnston Forbes-Robertson; five reels.

#### SPECIALTY FILM IMPORT.

"The First Law," Irene Castle; five reels.  
"That's Him," Harold Lloyd comedy; one reel.  
Pathe Gazette; one reel.  
Pathe News; two-a-week; one reel.  
British War Office Official News Weekly; one reel.  
"The House of Hate," two reels.

#### UNIVERSAL.

"Business Before Honesty," L-Ko comedy; two reels.  
Universal Animated Weekly; No. 38; one reel.  
Universal Screen Magazine; No. 85; one reel.  
Universal Current Events; No. 67; one reel.  
"Roped and Tied," Western and railroad drama; 2 reels.  
"The Brass Bullet," serial; Episode No. 3; two reels.  
"The Long Chance," Frank Keenan; Bluebird; 5 reels.  
"Damaged Good," Lyons and Moran star comedy; two reels.

#### VITAGRAPH.

"The Changing Woman," Hedda Nova; five reels.  
"By Might of His Right," Drew comedy; one reel.  
"Dukes and Dollars," Big V comedy; one reel.  
"A Fight for Millions," Epicode No. 6; two reels.

### MONTREAL RELEASES

#### FAMOUS PLAYERS.

"The Vamp," Enid Bennett; five reels.  
"The City of Dim Faces," Sessue Hayawaka, 5 reels.  
"Her Blighted Love," Mack-Sennett comedy; 2 reels.  
Single Reel Graphic.

#### FOX FILMS.

"Miss Innocence," June Caprice; five reels.  
"Wild Women and Tame Lions," Sunshine comedy; 2 reels.  
Mutt and Jeff cartoon; one reel.

#### GENERAL FILM.

"No Children Wanted," Gloria Joy; five reels.  
"Marquis and Miss Sally," O. Henry story; two reels.  
"Sophia's Birthday," Essanay comedy; one reel.

#### INDEPENDENT SUPPLY.

"The Road Between," Marion Swayne; five reels.

#### MUTUAL.

"The High Cost of Wedding," Billie Rhodes Strand comedy.  
"Her Husband's Honor," Edna Goodrich; five reels.  
Screen Telegram; 46-T-I.

#### SPECIALTY FILM IMPORT.

"Winning Grandma," Baby Marie Osborne, five reels.  
The Frenchwoman in War Time; two reels.  
Beach Sports; Harold Lloyd; one reel.  
History of the Great War; No. 20; one reel.  
British War Office Official Films; weekly; one reel.  
Pathe British Gazette; one reel.  
Pathe News Weekly; two-a-week; one reel.  
Official Allies Review; one reel weekly.

#### UNIVERSAL.

"Playthings," Fritzie Brunette; five reels.  
"Dream Lady," Carmel Myers; five reels.

#### VITAGRAPH.

"Tangled Lives," (Blue Ribbon); Betty Blythe and Harry Morey; five reels.  
"Shines and Monkey Shines," Big V comedy.  
"Bobby's Baby," Mr. and Mrs. S. Drew comedy.  
"Fight for Millions," Episode No. 6; 'Spell of Evil.'

## DO IT NOW!

**CUT THIS COUPON OUT AND MAIL  
IT TODAY**

*Enclosed please find \$1.00 for  
one year's subscription to the*

**Canadian  
Moving Picture Digest**

Name.....

Theatre.....

Town.....

Province.....

When "Hobbs In a Hurry," the forthcoming William Russell feature is released, the film fans will see some real horseback riding done by pretty Winnifred Westover who plays the feminine lead opposite Russell in this picture. Winnifred has always been able to ride ever since she was eight years old and she rides wherever the cowboys do in this picture, and just as fast. Not during a single scene was a double employed for Winnifred. She insisted that she could do anything a double could, and proved it.

Frances Burnham is again with the Fox Company, this time in New York. Miss Burnham is playing opposite George Walsh under the direction of Raoul Walsh at the company's eastern studios. The young actress recently went to New York and is delighted with her present engagement and is equally pleased to be once again under the banner of William Fox.

John Gilbert continues to be a very busy person. He has just completed his work as leading man in "The Mask" opposite Claire Anderson for the Triangle, and has already started work in Warren Kerrigan's latest production for his own company. Young Gilbert doesn't know what the word "rest" means these days and is glad he doesn't because he is always happiest when he is working hardest.

Mary Pickford used to long for a room "all her own." Now her dream of long ago is more than realized for Mary has a big suite all to her lonesome. She has leased a big home near Los Angeles and there are rooms for Mama, Lottie and several guests, also there is a room always waiting for Jack.

To-day never will be to-morrow—and yesterday can never be brought back again; thing it over.

PRESIDENT  
ADAM BAILIE, TORONTOTREASURER  
F. E. KARN, TORONTOSECRETARY  
THOMAS SCOTT, TORONTO

## Motion Picture Exhibitors' Protective Association of Ontario, Limited

143 YONGE STREET,

TORONTO, July 20th, 1918

### What would you do if you lost control of your Theatre?

Dear Sir,-

This can be brought about by thoughtlessly binding yourself to one Exchange for a period of fifty-two weeks.

This Association wishes to guard, not only its members, but every Exhibitor in Canada, against signing any contract that does not give the Exhibitor the thirty days' cancellation clause. You might just as well sign over your investment right away as to sign without this cancellation clause. There is only one safe investment for the future success of the Exhibitor, that is open booking. In the very near future there may be big things happen in the business; this is the reason that the Association is sending out this warning. We will advise you from time to time, keeping you in very close touch with the business. Therefore do not bind yourself to one Exchange. Keep them all open. By so doing your investment is safe.

Yours truly,

THOMAS SCOTT,

Secretary.

# Effective Co-operation

**FOX FILM CORPORATION, Limited is glad to re-print this letter on the opposite page with its hearty endorsement of the principle outlined**

---

Fox productions are offered to the exhibitors of Canada on their merits and earning power. If they do not bring money into your box-office I do not want to force you to run them.

I am not afraid of the thirty-day cancellation clause as applied to Fox productions. I always have attached this clause to contracts and will continue to do so. It is a matter of principle with me. Pictures, whether they are Fox productions or not, have no claim to the exhibitor's consideration if they will not make money for him.

I, personally, in my thirty-odd theatres in the United States, decline to sign contracts not containing the thirty-day clause. I advise other exhibitors to follow the same course.

Motion Picture Exhibitors' Protective Association of Ontario will have the hearty co-operation and support of the Fox Film Corporation Limited in its campaign to keep the exhibitor in control of his theatre.

WILLIAM FOX,

President,

Fox Film Corporation

---

**WATCH FOR THE BIG FOX ANNOUNCEMENT  
IN THE DIGEST NEXT WEEK**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



**R E G A L**

**ANNOUNCES  
Its First SERIAL**

*- - Now Booking - -*

**"THE HAND OF VENGEANCE"**

**10 Episodes of Two Reels Each, Brimful of Thrills  
At a Price You Can Afford to Pay**

**Write, Wire or Phone**

**REGAL FILMS LIMITED**

**TORONTO  
WINNIPEG**

**MONTREAL  
CALGARY**

**ST. JOHN  
VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

7  
1918



## A Husky Infant---And Growing Fast!

Last week's issue of The Digest carried seventeen pages of advertising to the Canadian film industry. The publication is still young, but it is growing at a healthy rate.

The Digest continues to grow because it fills a long-felt want in Canadian film circles. It is the only paper devoted to the industry in the Dominion. It is the recognized authority. It is read—not skimmed. It reaches every exhibitor in Canada weekly.

These are the main reasons why The Digest, as an advertising medium, is in a class by itself. Tell your advertising message in The Digest—and the whole trade hears.

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# **"The Sinking of the Lusitania"**

Windsor McCay's Blood-Stirring  
Pen Picture of the Blackest Crime  
in All History.

Requiring 22 months of work and  
25,000 separate and distinct draw-  
ings on gelatine in the making of  
this Picture.

**THE PICTURE THAT HAS NO COMPETITION**

---

# **"The Geezer of Berlin"**

TWO REELS

**Travesty on "The Kaiser - The Beast of Berlin"**

Do Not Overlook This Production.

Booked in the Best and Largest  
Theatres in the Country.

A Box-Office Winner.

Every house that has played "The  
Kaiser" should by all means book  
this winner and Cash in.

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
**HEAD OFFICES - TORONTO, ONT.**  
**ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





WILLIAM S. HART

# HERALDS

## Of the Following

### PATHE STARS:-

*Baby Marie Osborne*  
*Mrs. Vernon Castle*  
*Harold Lloyd*  
*Bryant Washburn*  
*Bessie Love*  
*Gladys Hulette*  
*Frank Mayo*  
*Creighton Hale*

*Pearl White*  
*Antonio Moreno*  
*Fannie Ward*  
*Florence Reed*  
*Frank Keenan*  
*Ruth Roland*  
*Leon Bary*

### FOX STARS:-

*Theda Bara*  
*Jane and Katherine Lee*  
*George Walsh*  
*Virginia Pearson*  
*Tom Mix*  
*Miriam Cooper*

*Jewel Carmen*  
*William Farnum*  
*Gladys Brockwell*  
*Peggy Hyland*  
*June Caprice*  
*Charlie Chaplin*  
*Dustin Farnum*

### FAMOUS PLAYERS

*Norma Talmadge,* *Billy Burke,*  
*Alice Brady,* *William S. Hart,*

*Mary Pickford,* *Constance Talmadge,*  
*Elsie Ferguson,* *Pauline Lord*

## The Dominion Embossing

326-328 Spadina Ave.

# IN STOCK

## oving Picture Stars

### REGAL STARS:-

*Evelyn Greeley*  
*Mary Garden*  
*Mabel Normand*  
*Maxine Elliott*  
*Bessie Barriscale*  
*Carlyle Blackwell*  
*Rita Jolivet*  
*Ethel Clayton*  
*Alice Brady*  
*Madge Evans*

*Barbara Castleton*  
*Madge Kennedy*  
*Mae Marsh*  
*J. Warren Kerrigan*  
*Henry B. Walthall*  
*Louise Glaum*  
*Montagu Love*  
*Kitty Gordon*  
*June Elvidge*  
*John Bowers*

### UNIVERSAL STARS:-

*Dorothy Phillips*  
*Mae Murray*  
*Ruth Clifford*  
*Mary MacLaren*

*Carmel Myers*  
*Monroe Salisbury*  
*Harry Carey*  
*Priscilla Dean*

### ERS STARS:-

*Estelle Talmadge,* *Clara Kimbal Young,* *Dorothy Dalton,*  
*the Frederick,* *Marguerite Clark,* *Douglas Fairbanks*

SOLD BY

ing & Printing Company

TORONTO, CANADA



## Programme Covers at \$2.25 per 1,000

**Y**OU can print your weekly programme on this very attractive folder and sell the advertising space on the back cover to your local merchants.

A programme of this character individualizes your Theatre and gives your patrons a fine collection of **STARS** that they will not throw away. This makes it a **DOUBLE VALUE** piece of advertising as it will be taken into the homes and kept there.

We are now prepared to give you program covers embracing beautiful half-tone engravings of the various stars of practically all the companies operating in Canada. You will find the list of stars on the inside sheet of this folder.

The prices are as follows: **\$2.25** per thousand and in quantities of from one to five thousand; larger quantity prices will be **\$2.00** per thousand. This is positively bed-rock prices.

SOLD BY

The Dominion Embossing & Printing  
Company

326-328 Spadina Ave., Toronto, Canada

## THE LATEST JEWEL PRODUCTION



Jewel Incorporated  
Presents  
**Lois Weber's**  
Big Dramatic Treat  
for the Whole Family

featuring  
**Mildred Harris**

# "For Husbands Only"

*"As tantalizing as a wink"*

A Sure-Fire  
Winner  
Book It!



RELEASED IN CANADA BY

### CANADIAN UNIVERSAL FILM CO., Limited

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

TORONTO  
221 YONGE ST.WINNIPEG  
115 PHOENIX BLOCKMONTREAL  
204 ST. CATHERINE ST. W.ST. JOHN, N. B.  
19 MARKET SQ.

# Exhibitors Distributing Corporation Limited

HEAD OFFICE  
221 YONGE STREET  
TORONTO

Dear Friend Exhibitor:-

We wish to announce through the columns of The Digest the opening of the above Distributing Corporation with offices throughout Canada at the above addresses,

We have acquired the Canadian rights for all productions formerly handled by Superfeatures Limited and Globe Films Limited together with Paralta Plays, W. H. Productions, Chaplin and Mack-Sennett Comedies, and other special productions to be announced later.

Among the subjects now handled by us are the following:

"EYES OF THE WORLD"	"THE BELGIAN"
"CIVILIZATION"	"THOSE WHO PAY"
"THE LONE WOLF"	"BAR SINISTER"
"RAMONA"	"EAGLE'S EYE" SERIAL
"THE WARRIOR"	"BILLIE WEST" COMEDIES
"THE SUPERMAN"	"BABBLING TONGUES"
"THE SPOILERS"	

PARALTA PLAYS	One Every Two Weeks
MACK SENNETT-KEYSTONE	" " " "
CHARLES CHAPLIN	" " " "
FATTY ARBUCKLE	" " " "

COMING--- DRURY LANE'S GREAT MELODRAMA  
"THE STILL ALARM"

MITCHELL LEWIS (Star of "The Barrier")  
in "NINE TENTHS OF THE LAW"

THREE NEW IVAN PRODUCTIONS---  
"THE FADED FLOWER" "HIS WIVES"  
and "THE CITY OF ILLUSION"

Keep on the open market and rent special box-office attractions.

Yours very truly,

Exhibitors Distributing Corporation, Limited



# A Charlie Chaplin

## NEW RELEASE!

# "TRIPLE TROUBLE"



Charlie Chaplin in "Triple Trouble" Essanay

This bona fide, entirely new Charlie Chaplin production from Essanay is the sensation of the United States and Canada today. Its issue came as a bombshell to the competing Charlie Chaplin product and at the same time as a big melon cutting, profit sharing boon to the exhibitors.

"TRIPLE TROUBLE" played to the biggest business ever done at the Castle Theatre, Chicago.

This house broke its long established rule and held the picture over for a second week because of popular request.

Charlie Chaplin has never been shown in this comedy scream. It was foresight and good management that made it possible that he could come before the public in "TRIPLE TROUBLE" at this time.

**THIS IS A MONEY MAKER—WE HAVE IT!**

**GENERAL FILM COMPANY (Canada) Limited**

**MONTREAL**  
6 McGill College Ave.

**TORONTO**  
172 King St. West

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 9

SATURDAY, AUGUST 31st 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor

**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street

**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

**LOS ANGELES OFFICE**  
430 South Broadway

**MISS RUTH BUCHANAN**  
Western Representative

### CORRESPONDENTS

#### OTTAWA, ONT.

**Will McLaughlin**  
Ottawa Evening Journal

#### ST. JOHN, N.B.

**Alice Fairweather,** St John Standard

#### HALIFAX, N.S.

**T. S. Daley,** Casino Theatre

#### WINNIPEG, MAN.

**John J. Conklin,** Dramatic Editor  
The Free Press

#### VANCOUVER, B.C.

**J. M. Maxwell,** Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## What Will Canada Do?

**W**ITH rumors in the air of heavier taxation on the moving picture theatres of Canada, it is interesting to know just what our American cousins in the exhibitor-body of the United States are up against.

Taxes on the exhibitor-body in the United States are going to be extremely heavy. This is a fore-gone conclusion.

Ottawa officials have been in the habit of taking their cue in many instances from the powers that be in Washington. It is altogether likely that Ottawa will watch very closely how Washington handles the amusement tax question—and then adapt many of the American ideas, and put them into effect in Canada.

In view of the likelihood of such an action on the part of our own law-makers in Ottawa, the following information from an American film trade paper will be read with interest by Canadian exhibitors.

Says this trade paper:

### TAXES TO BE HEAVY.

“It is no longer a question of whether or not the American Motion picture industry is going to be burdened with a heavier tax than at the present time. The question now is: ‘How hard will it be hit?’

From all indications it will be all the traffic can bear. Previous experience warns us against the declaration that the new proposed taxes will ruin the industry. But if the House Committee on Ways and Means passes the new proposed bills in their present forms there is going to be very little incentive for a great many of the smaller theatres to continue in business.

In addition to the doubling of the admission tax, and the increasing of the reelage tax (which exhibitors are now paying of fifteen cents per reel), to be five per cent of the total rental charge, it is also proposed under the new revenue bill to double the seat tax.

The decision to double the seating or proprietor's tax under the new \$8,000,000,000 war revenue bill, was tentatively reached by the House Ways and Means Committee, having previously agreed on the doubling of the admission tax.

Shown in comparison with the present levy, the new proprietor's tax will be:

Seating capacity under 250—present tax, \$25; proposed tax, \$50.  
Seating Capacity 250 to 500, present tax \$50; proposed tax \$100.  
Seating capacity 500 to 800, present tax \$75; proposed tax \$150.  
Seating capacity over 800, present tax \$100; proposed tax \$200.

# TORONTO AND ONTARIO TOPICS

## MORGAN IN TORONTO.

Mr. Morgan, the well-known Stratford exhibitor was in Toronto late last week on business.

## LONGO IN TOWN.

Leo Longo, the man at the helm of the Roma theatre in Kitchener, paid a visit to his Toronto exchange friends last week, and booked some features for early showing at his house.

## MARTIN IN TOWN.

Ford Martin, the well-known Oshawa exhibitor was a Toronto visitor last week, visiting several of the exchanges and arranging bookings for his popular Oshawa show shop.

Among the film men who gave the Queen City the "once-over" last week was our old friend Dave Stewart of Hamilton. Dave called on several of the exchanges and arranged bookings for his Hamilton house.

## BOOK "HANDS UP."

Mr. and Mrs. Dawdy, of the Grand theatre, Welland, were in Toronto last week, and took occasion to visit the Pathe exchange and book the new serial "Hands Up."

## BERMAN IN WESTERN ONTARIO.

Jake Berman was out on a recent selling trip throughout Western Ontario, and as usual, managed to get his share of the business that was not nailed down. Very often it doesn't matter even when the business is nailed down fast—Jake pries it loose.

## GETS ANOTHER THEATRE.

Mr. F. J. Walsh, of the Home theatre, Walkerville, was in Toronto last week and booked several Pathe features for early showing at his house. He announces that he has just purchased the Star theatre, another Walkerville house, and will take possession very shortly.

## DOING GOOD WORK.

Mr. S. G. Gibson, of the Independent Film Co., who has been working out of the Toronto office for the past three or four weeks, is meeting with splendid success in his new field of endeavor. Mr. Gibson was formerly connected with the Independent office in Montreal.

## VISITORS FROM ST. CATHARINES.

Jim Sullivan, proprietor of the King George theatre, St. Kitts, Ont., accompanied by his right hand man, Jack MacIlwaine, was in Toronto this week visiting some of the exchanges and arranging bookings.

## "REGAL SERVICE SATISFIES."

Bill Reid, of the Regal Films, Ltd., engineered a good one last week. Both the Oakwood theatre in the northwest section of Toronto, and the National theatre on Yonge street were booked to play Goldwyn's "A Glorious Adventure," last Monday, Tuesday and Wednesday. It was expected that the extra print would arrive in Toronto from Vancouver in plenty of time so that each house would be assured of a print. However, the unexpected happened—as it has a habit of doing—and the print that was expected to arrive from Vancouver failed to put in an appearance. In the meantime both the Oakwood and the National had heavily advertised the feature. It was at this juncture that Reid saved the situation. He arranged to make the one print work the both houses. By means of a motor car, each reel of "The Glorious Adventure" was rushed from one theatre to another, and performances in both houses occurred without a slip-up. It is a considerable distance from the Oakwood theatre to the National, and the feat is all the more creditable, when it is known under what difficulties the scheme was worked. "I call that some service" said the manager of the National theatre, in speaking about the Regal stunt.

## Film Offerings in Toronto This Week

### TORONTO FILM OFFERINGS.

#### PARK.

"Lune's "Eyes of the World."

"Open Places," with Jack Gardner.

#### DORIC.

"His Own Home Town," with Chas. Ray.

"The Seal of Silence," with Earl Williams.

#### REGENT.

"The Half-Breed," with Douglas Fairbanks.

#### HIPPODROME.

"The Firebrand," with Virginia Pearson.

#### LOEW'S

"The Reason Why," with Clara Kimball Young.

#### MASSEY HALL.

"Hearts of the World."

#### ALLEN.

"Bound in Morocco," with Douglas Fairbanks.

#### STRAND.

"Up the Road with Sally," with Constance Talmadge.

"Social Quicksands," with Bushman and Bayne.

#### MADISON.

"Back to the Woods," with Mabel Normand.

"Up the Road with Sallie," with Constance Talmadge.

## ATTENTION! EXHIBITORS.

### Make Yourself at Home at the Fox Branch.

For the convenience of out-of-town exhibitors visiting Canada's National Exhibition, Mr. V. J. McCabe, Canadian District Manager, Fox Film Corporation, has turned the offices of the local branch, Hermant Building, 21 Dundas St. East, over for the convenience of visitors to the Toronto Fair. All out-of-town exhibitors are cordially invited to make the Toronto offices of the Fox company their headquarters during fair time. Any mail, telegraph enquiries or parcels may be directed to them in the care of the Fox offices. Telephone calls and the use of the Fox staff is at their disposal in any way which they may be required. Every effort will be made to make the out-of-town exhibitors feel at home during their visit and particular attention will be paid to their comfort and convenience during their stay in Toronto.

## GET SIMCOE ENGAGEMENT.

Mr. John F. Weber and Miss Evelyn Solrell, who have just finished a concert engagement at the Park theatre, have been booked to appear at the Lyric theatre, Simcoe very shortly. Mr. Pursell, manager of the Lyric, is one of the most progressive exhibitors in Ontario, and believes that nothing is too good for his patrons.

## "TO HELL WITH THE KAISER" COMING.

The great film spectacle, "To Hell With the Kaiser," will be the attraction at the Regent theatre, Toronto, next week. This picture has had a phenomenal run in the large American cities, and doubtless will go across big at the Regent. There will be no advance in prices.

## REGAL SERIAL GOES BIG.

Since Regal announced last week that its first serial, "The Hand of Vengeance" was ready for booking, there has been a flood of inquiries from Toronto and Ontario concerning the serial. This serial is said to be an exceptionally good one, abounding in thrills and action that means dollars in the box office. Doubtless this serial will also go big in the other Regal offices throughout Canada.

## GOOD OUTLOOK FOR UNDER SEA PICTURE.

Mr. J. R. McKenny, assistant manager of the Toronto Universal office, states that he has made a number of splendid fall bookings for the big under-sea film spectacle "Twenty Thousand Leagues Under the Sea." Indications point to a big run on this picture for the fall and winter.



# Canada to Make Use of U. S. Liberty Loan Picture

**'Tis Likely That Arrangements Will be Made to Show American Pictures in Canada.**

Great preparations are being made by the advertising and publicity committee of the forthcoming Victory Loan. It is the intention of those in charge of the publicity to make the coming Victory Loan even more successful than the first Victory Loan.

As in other war matters, the United States and Canada officials will work hand in hand in these War Loans. The pictures being made by forty-two stars for use in the American Liberty Loan drive will likely be used in the Cana-

dian Victory Loan campaign.

After they have been presented throughout the United States, they will be shipped to this country for similar use here, if the request of the Canadian Victory Loan committee is granted, as it no doubt will be.

The Canadian Victory Loan Campaign comes immediately after the American Liberty Loan. These War Loan films are said to be miniature features in which are seen such well known stars as Douglas Fairbanks, Mary Pickford, and many other stars of the moving picture world. They will doubtless prove to be a magnificent drawing card for the exhibitors of Canada to popularize the latest Victory Loan.

## Hazza Discusses West Conditions

**Well Known Western Exhibitor Pays Visit to New York.**

R. JOHN HAZZA, general manager of the Northwest Theatres Co., Ltd. of Edmonton, Alta., and member of the First National Exhibitors' Circuit Co., Ltd., of Canada, has returned from one of his annual visits to New York where he looked over some of the big film offerings, and transacted other business in connection with his theatre proposition.

"I find a semi-annual trip to New York absolutely indispensable to a proper comprehension of the business of exhibiting pictures in a high class way," said Mr. Hazza. "Important events in the film industry occur so frequently and conditions change so rapidly that one must keep in touch with New York ideas to maintain his place in the procession."

As the proprietor of the Empress and the Bijou theatres in Edmonton, Mr. Hazza can speak from the practical viewpoint of the experienced showman in this connection.

"We recently played Ambassador Gerard's 'My Four Years in Germany,' for a full week to record business," Mr. Hazza went on to state. "This was during the hottest week ever known in the northwest—the same spell of weather that you New Yorkers were suffering under when I arrived here. It is only once or twice a year we are able to keep a picture on a full week at Edmonton, but in the case of 'My Four Years in Germany' the patronage grew steadily from day to day. Prior to the regular opening we gave a special exhibition of the picture for Lieutenant-Governor Brett of the Province of Alberta and his staff and a number of local newspaper editors. As a result, public interest in the production was keyed up highly despite the terrific heat."

Mr. Hazza made some interesting comments on the daylight saving law as it is applied in his part of the world. "There was really no necessity for putting the plan into operation in the Canadian Northwest," he stated, "as we

naturally have very long days and short nights throughout the summer months, but I suppose it was inevitable so long as the rest of Canada and the United States had adopted it. The film houses suffered considerably at first, as people spent the extra hour of daylight after supper gardening or playing outdoor games, and forgot about the pictures. But now conditions are getting back to normal again."

A native of Toronto, Mr. Hazza has made his home in Edmonton for several years past, although retaining substantial property interests in Toronto.

## A GOOD PICTURE.

**Adanac Film Co. Makes Two-Reeler for Oakwood Theatre.**

The film which was made for the Oakwood theatre, Toronto, was thrown on the screen on Monday night, Aug. 26th, to a crowded house. Some weeks ago, the Adanac Film Co., Ltd., in conjunction with the Oakwood theatre inaugurated a Photoplay Contest. The person selling the largest number of admission tickets to the theatre was adjudged the winner of the contest, and was to be given the leading place in a photoplay. After the contest closed, two weeks elapsed for the making of the picture. The picture was finished on Monday, August 26th, and placed immediately on the screen. The photoplay is a two-reeler brimming with action punch, suspense, thrills and all the ingredients that go to make a real two-part picture out of the ordinary. The picture was so good that a prominent Canadian film exchange will take over the distribution of the picture throughout Canada at once. The contest proved to be a great success, and the Adanac Film Co., Ltd., is receiving the congratulations of the trade in Toronto upon its achievement. The photography and direction was done by William J. Craft, who is well-known in the United States and Canada as an expert in his line of business. He has done considerable work for the Canadian government.

It's easy to mortgage the future of your house—just sign your name to a long term contract.

## Great Outlook For Regal in the West

**District Manager Kaufman Says That Regal's Selling Policy Gets Big Reception.**

Harry A. Kaufman, western district manager for Regal Films, Limited, was at the head office in Toronto this week conferring with Mr. Nathanson and Mr. Aronson respecting the new selling policy and 1918-1919 plans for Regal as it affects western Canada.

Mr. Kaufman makes his headquarters in Calgary and looks after the western offices of Regal in Calgary, Winnipeg, and Vancouver.

"Regal business in the Canadian west is wonderful," said Mr. Kaufman, "and the season of 1918-19 will see still further strides taken by this company. Our new selling plan and policy has made a distinct impression with the Western exhibitors, who have been quick to realize that Regal stands for a fair and square deal from start to finish."

"Naturally with our new selling plan we are anticipating great things for the coming season, and we will not be disappointed. Already we are beginning to feel the great effects of the new plan, and exhibitors everywhere are enthusiastic about it."

Mr. Kaufman expects to return to the west within a few days after he has gone into several important matters the executive heads at the home office.

## "THE BLUEBIRD" WAS WELL LIKED.

Mr. S. B. Taube, service manager for the Famous Players Film Service, Limited, Toronto, has received the following letter from Mr. R. J. McAdam, of Halifax, N.S., in which this exhibitor praises the "Bluebird" as an extraordinary good attraction.

Halifax, N.S., Aug. 1, 1918.

Gentlemen:

The engagement of "The Bluebird" at this theatre proved very successful both from an artistic and business standpoint. Though unfortunately the public generally are not educated up to the point where they can fully appreciate the sub-titles of Macterlinks, it was most gratifying to us to note the keen attention which our patrons gave the picture and to hear expression of genuine pleasure on every side.

The days we ran this picture were the warmest this summer, and in addition to the usual opposition we had the opening of the Chautauqua as a counter attraction. In spite of all this I am glad to say we did big business with this picture.

I have no hesitation in saying that "The Bluebird" is a picture that marks a new epoch in photoplay and that when its presentation is properly exploited it will prove a source of pleasure and profit.

Yours very truly,  
(signed) R. J. McADAM.

Now that the fans are spinning in your theatre, take a look at the coal bins in your cellar—That's preparedness.

## Roberts Leaving Regent Theatre

### Well Known Manager Severs Connection With Prominent House.

Mr. Roland Roberts, who for some time past has been manager of the Regent theatre, Toronto, announces to the Digest that he has tendered his resignation to take effect immediately. Mr. Roberts' successor has not yet been named.

Mr. Roberts started his exhibitor career at the Regent. Later he was transferred to the St. Denis theatre, Montreal, and recently came back to Toronto to take the place of Mr. Griffith Mitchell, when that gentleman left for the United States.

As manager of the Regent, Mr. Roberts made many warm personal friends among his patrons. He was instrumental in securing some good publicity and advertising in connection with various Regent attractions on account of his wide acquaintance with Toronto people of note.

Mr. Roberts' future plans have not yet been announced.

## Films Suited For Children to be Stamped

### More Effective Plans of Movie Censorship Are Outlined by Provincial Secretary.

Plans for more effective censorship of moving pictures in Alberta have been announced by Provincial Secretary Hon. George P. Smith. It is being arranged that all pictures which are suitable for children may be endorsed as such by the chief censor and the houses then offering them may make use of the censor's endorsement in their advertising.

Mr. Smith has also under consideration the certifying of such pictures as are not beneficial to children and they may be prohibited from attending, but this has not yet been brought to maturity.

Mr. Smith thinks that great benefit will result from the approval of films specially for children and hopes that parents whose children are patrons of the movies will profit by the new move of the government.

### FILMS PROJECTED ON CEILINGS FOR THE WOUNDED.

The problem of how to amuse wounded soldiers who are unable to sit up has been solved in a simple manner, it is declared by the Y.M.C.A., at the base hospital in the camps. Portable motion picture projectors are so stationed as to use the ceiling as a screen, and all the patient lying on his back need do is to look up.

Don't be bullied into paying more than you can afford.

### PLENTY OF BOOKINGS.

More than fifteen houses have already signed with Specialty for Montreal alone for the latest Pathe serial, "Hands Up." The Montreal manager of Specialty has just returned from Ottawa with contracts for the Dominion, Casino, Rex and Cinema theatres, besides a few options. Business certainly looks good for "Hands Up" everywhere in Canada.

## The Screen is a Great News Agency

### People Go To Movies for Information as Well as Amusement.

It has become an established fact that people go to the movies not only for amusement, but for education and information. The news weekly has become a regular feature of nearly every program for that reason. Just as the newspapers supply their public with feature news stories, so the exhibitor is anxious to secure feature news specialties. Now more than ever, particularly since the Military Service Act has so largely augmented Canada's fighting forces, Canadians are interested in what the soldier is doing and what he will do after the war, especially if he comes back badly wounded. The public is already pretty well aware what he is doing—they have read stories of the fighting line, and seen war films a plenty. But they, and many of those who are yet to go overseas, know little of what the soldier will do, particularly if he is wounded—how thousands are being cared for in Canadian hospitals, and how hundreds are already making use of the industrial training courses offered by the government.

This is the story of the five-reel serial "Canada's Work for Wounded Soldiers," the government film which may be booked free of charge, as announced in an advertisement in this issue of The Digest. The first reel is devoted to hospital treatment, showing methods of treatment and how the men occupy

their time during convalescence in gardening and other useful work. The next three reels show the progress of the work in industrial re-education in a large number of the 200 courses approved by the government. The concluding reel shows the manufacture and use of artificial limbs.

The serial, which took eight months to complete, involving trips from coast to coast, is remarkably constructed. It is a thoroughly professional production—the result of the collaboration of an experienced director of educational films, and a representative of the department thoroughly familiar with its work.

### RITA JOLIVET MAY INCLUDE FAR EAST IN TRIP.

Since the announcement that Rita Jolivet had made arrangements in connection with the house of Frank Brockliss, to visit various countries in Europe with the prints of the Metro Special "Lest We Forget" some new developments have occurred.

Miss Jolivet is absolutely insistent upon the production being shown scene for scene just as produced here in America, to insure this fact she has agreed to include practically half the entire world in her trip, immediately following her visit to Europe.

Sidney Garrett, president of Frank Brockliss, has asked her to include China, Japan, Egypt, India and Central and South America in her itinerary.

### "FOR HUSBANDS ONLY."

"For Husbands Only" the latest Jewel production is said to be a sure-fire winner, and the Canadian Universal have received a large number of inquiries from Canadian exhibitors concerning this production. The title in itself is one that will get the business. Previous Jewel releases in Canada has convinced the exhibitors that these pictures are money-makers, and will attract large crowds to the box office. "For Husbands Only" is a wonderful attraction from every viewpoint, and doubtless will be one of the most successful pictures ever introduced to the Canadian Public.

## THE REASON WHY COPIES OF THE DIGEST GO ASTRAY

The Digest from time to time receives complaints from a number of its subscribers to the effect that they do not receive their copies regularly. Upon checking up our mailing lists here in Toronto we find that their names are on the list and that their copies were mailed promptly.

We have investigated several of these complaints for our own satisfaction, and have learned that when the copy of The Digest reaches a particular exchange or theatre it is immediately pounced on by some person other than the one to whom it is addressed.

Naturally the subscriber does not receive the copy that was addressed to him from this office, and he writes in a letter of complaint, saying that he has not received his copy of The Digest, and asking the reason why.

The "Reason Why" will likely be found in his particular theatre or exchange. Our advice to subscribers is to keep a close watch on their incoming mail-matter, and see to it that no one "cops" off his copy of The Digest.

Issue instructions that your copy of The Digest must be placed on your desk UNOPENED. Read it yourself FIRST—then "pass a good thing along," and give it to the others to read.

If some of your people don't like the idea of getting a second-hand copy of The Digest, tell them to send us One Buck, and we will gladly mail The Digest to them.

# MONTREAL AND QUEBEC NOTES

B. J. Kellert, formerly with the A. J. Aloy Booking Agency, at the Orpheum theatre, is now secretary to I. Soskin general manager Eastern Canada, of the Famous Players. Bernie has an experience second to none in theatrical matters and his jolly ways will be missed by many of the vaudevillians travelling up this way this fall and winter.

The new Allan theatre in Notre Dame de Grace expects to open around September 16th and not on September 2nd as announced in last week's Digest. There are so many things to clean up before a theatre becomes ready for the public that it is never really safe to say definitely when the doors will be finally flung open. About the middle of September looks like a safe bet, however, and the opening attraction will be the colossal Griffith's production that has even the "Birth of a Nation" beaten, viz. "Hearts of the World." This is the picture for which the producers were given carte blanche by the British government to snap events on the battlefields. Nothing of interest has been omitted and the fact that two staff officers were specially detailed to accompany the photographers is a pretty good guarantee that the picture is not merely of passing, but of stable interest to generations yet to come. All Montreal will doubtless flock to the Allen theatre when it opens.

H. C. Lamarre had an entirely successful opening at the Royal Alexandra theatre, Lachine, which opened to a capacity audience in "M'liss" with Mary Pickford. H.C.L. had the good wishes of a bunch of exhibitors in this city and some of them even went out of their way to assist in the always ticklish opening of a new theatre.

Mr. Lamarre gave a spread at the Corona hotel a couple of nights before the opening of his theatre, the nineteenth link in the chain of the Jule and J. J. Allen theatres in Canada being generously toasted. Sixteen sat down at the dinner which was a highly successful affair and a happy omen of what is doubtless in store for the theatre in whose honor it was given.

B. Horsfall was last week the recipient of a presentation on the occasion of his birthday. Members of the Mutual exchange offices gave him a handsome amber and meerschaum pipe. B. H. was for a time at a loss to know what it was all about, but it was intimated to him that the secret of his birthday was out and the opportunity was not going to be missed. He regards this presentation as a notable event in his life as an exchange manager, and takes this opportunity of again thanking all his friends and fellow-workers.

Mr. Horsfall had at the time just returned from a vacation in New York where he met a number of old theatrical friends and had the best of good times. As general manager of the East-

ern Canada end of the Mutual Film Corporation, Mr. Horsfall has lots of good friends in his own and other exchanges, and in addition can scare up a few among the theatrical, musical comedy, composing and vaudeville fraternity. Note, I say fraternity and not sorority. This should provide B. H. with a good alibi in the event of awkward questions on the above.

Talking about the Mutual, it is to be noted that though this exchange has not recently been releasing a large number of features, it still gets away with some of the pickings. Thus within one week it ran "Her Husband's Honor" at the Strand; "The Upper Crust" at the Connaught and "New York Luck" and "A Hoosier Romance" at the New Grand. Pretty good, what? But quality always tells above quantity.

Fred Crowe, for a number of years general manager of the United theatre here, is leaving the city, and is going to the United Booking offices in New York. Fred leaves a crowd of friends who will regret his loss. There is a hint, too, that he may be called upon by the U. S. draft and that this has had a lot to do with his going.

Abbie Wright, one of the most popular theatrical men in the city and well-known here as the manager for the Schubert productions at the Princess theatre before it changed over to vaudeville, succeeds Mr. Crowe. A better man could not have been chosen in the whole length and width of the province.

There was a secret screening last week at the Strand of Tommy Conway's venture into pictures, "Berlin

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

## LOEW'S.

"True Blue," with William Farnum.

## IMPERIAL.

"The Claws of the Hun," with Chas. Ray, and "The Danger Mark," with Elsie Ferguson.

## NEW GRAND.

"The Way Out," with Carlyle Blackwell and June Elvidge, and "Winning Grandma," with Baby Marie Osborne, and "A Hoosier Romance."

## HOLMAN.

"The Long Chance," with Frank Keenan, and "Locked in a Tower," with Juanita Hansen.

## STRAND.

"The Painted Madonna," with Sonia Markova and first episode of "Hands Up," with Ruth Roland.

## TIVOLI.

"Ace High," with Tom Mix.

via America." By all accounts those who made up the audience were enthusiastic in their praise of the picture.

Sammy Freed, of the Tivoli, is putting on another serial, not released by any exchange to date, though it is understood that a round half dozen of them are fighting for the rights. This is entitled "The Rim Riders" and all its scenes so far have been exclusively produced in Montreal. Four episodes have already been completed and Sammy looks forward with confidence to more in the near future. The first was at the Chateau St. Louis and is entitled "On the Rim." Second episode was at Castellani's and is entitled "On the Rim." Episode number 3 was at Du Prairie and is entitled "On the Rim" and the fourth episode was staged at the Club Champetre and is entitled "On the Rim." It is some serial, believe us!

L. E. Ouimet has been making a tour of Ottawa, Toronto, and Winnipeg, inspecting offices of the Specialty Film Import.

George Rotsky, of the New Grand, has engaged the services of Eugene Maynard as musical director of his picture house. Mr. Maynard is well and favorably known and this is a good move of Mr. Rotsky, placing his theatre, musically, on the plane of the Regent and the Strand.

The theatrical fall season opened with a splash here this week when the Princess gave a matinee on Monday with vaudeville; His Majesty's with "Everywoman," and the Orpheum with French plays, the first of which, given by the Beeman actors, was "Coeur de Moineau." His Majesty's has a particularly good season ahead of it judging by the list of advance bookings.

After three weeks of the fireman's fete the Francais theatre was dark all last week and looked like remaining so for a time. It was devoted to small time vaudeville last year with an occasional picture and was largely patronized by the French population of the city.

"Mannie" Brown, lately manager of the Maritime Provinces for the Superfeatures, is now located in Montreal as manager of the office here.

Several well-known and representative picture men from this city are going to the Motion Picture Convention to be held next month in Halifax.

At a meeting of the West End picture house exhibitors last week the question of increasing admission prices from the 1st of September. There was much discussion but little was settled and they will meet again on the subject.

(Continued on Page 20 Column Three)  
Original from



# CAPITAL COMEDIES

**"SMILING  
BILL" PARSONS**

*in*

**CAPITOL**

*26 a Year*



**COMEDIES**

*Every Second Monday*

The biggest and foremost theatres in America are showing  
**CAPITAL COMEDIES**

Because they fill their comedy requirements

**NOW READY TO ACCEPT BOOKINGS**

---

**GERALDINE FARRAR**

**IN**

**"The Turn of the Wheel"**

**OUR FIRST GOLDWYN RELEASE**

A Sure-Fire Box-Office Attraction.

Ask any of our representatives to Screen this great  
Picture for You. We want you to see it.

**Monarch Film Company Limited**

**21 Dundas St. East  
TORONTO**

**198 St. Catherine St. West  
MONTREAL**

# Pathe New Serial "HANDS UP"



Featuring

**RUTH  
ROLAND**

And

**GEORGE  
CHESEBORO**

Started at the Strand Theatre, Montreal, to big business—  
Played Sunday, Monday, Tuesday and Wednesday to  
S.R.O.

Reports from all our branches are very satisfactory. More Exhibitors are book-  
ing this serial than any other we have ever released. There must be a reason  
It is because they always made money with Pathe Serials.

"Hands Up" is without a doubt the best serial placed on the market at present.

**SECURE DATES AT ONCE—DON'T DELAY**

Beautiful line of advertising to help you.

## SPECIALTY FILM IMPORT Limited

# Big Stars in Big Plays

All Our Releases for 1918-1919 will make money for you,  
Mr. Exhibitor---

Just Figure FANNIE WARD in "Japanese Nightingale"  
"The Narrow Path" "Common Clay"

FRANK KEENAN in "More Trouble"  
"The Bells" "Sierra of the Sixties"

MRS. VERNON CASTLE in "The Girl From Bohemia"

BETTY COMPSON in "Texas Rose"

and many others to be announced soon.

Write, Phone or Wire for Dates and Prices

---

We expect every exhibitor in Canada to show

## THE ALLIED WAR REVIEW

at least once, so to make sure it will appeal to their patrons.

Also releasing weekly---

BRITISH OFFICIAL WAR OFFICE NEWS

PATHE NEWS PATHE BRITISH GAZETTE

HAROLD LLOYD COMEDIES

Branches:

ST. JOHN  
TORONTO

CALGARY  
MONTREAL

VANCOUVER  
WINNIPEG



# **MOVING PICTURE INDUSTRY AN ESSENTIAL ONE IN ALL ITS BRANCHES**

The War Industry Board at Washington has just officially recognized this principle in connection with the "Work or Fight" order, a principle that has been tacitly recognized in Canada for four years.

One of the principal reasons for this decision is that the screen is a valuable means of conveying information to the public.

The newspapers give column after column, page after page daily to every possible phase of war news and war work, because the publishers know that that is what the public call for.

Your screen is a newspaper, magazine and theatre all in one. You will find that your public ask of you the same thing as they do of the newspaper.

Here is a story, romance and drama which all wish to see and with which few are familiar—the story, told in full in graphic human style, of how wounded Canadian soldiers conquer their disabilities and equip themselves for re-entering civil life—the story of the Canadian hospitals and schools of industrial re-education—upon which the United States have modelled their institutions.

## **"Canada's Work For Wounded Soldiers"**

**A Five Reel Serial**

**BOOK IT NOW**

**FREE OF CHARGE**

You will be provided with posters and photographs for lobby display and with slides for announcement on the screen.

Newspaper publicity will be secured directly from the newspapers by the publicity branch of the Department of Soldiers Civil Re-establishment, Government of Canada, which present the film.

**FOR BOOKINGS WHICH COST NOTHING**

**Apply to your nearest FAMOUS PLAYERS or CANADIAN UNIVERSAL  
Agent, or to**

**MOTION PICTURE DISTRIBUTING COMMITTEE**

**Messrs. JULE and J. J. ALLEN  
Famous Players  
TORONTO**

**CLAIR HAGUE  
Canadian Universal  
TORONTO**

# THE GREATEST YEAR OF ALL

## Paramount and Artcraft Pictures

(Nationally Advertised)

for the season of 1918-1919 will lead the entire field. In conjunction with those stars already firmly entrenched with the exhibitors of Canada and the United States, we shall introduce new stars to Artcraft and Paramount exhibitors. They will include Fred Stone, John Barrymore, Ethel Clayton, Dorothy Gish, Lila Lee, Shirley Mason and Bryant Washburn.



### OUR NATIONAL ADVERTISING CAMPAIGN



in the past year has built a clientele of new patrons for every exhibitor of Paramount and Artcraft Pictures. In the year to come we shall increase by many thousands the number of regular patrons of theatres that show Paramount and Artcraft Pictures.

Our entire organization in Canada is dedicated to the purpose of serving the needs of the exhibitors.

CANADIAN DISTRIBUTORS

## Famous Players Film Service Limited

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

# STORIES OF THE PLAYS AND PLAYERS

## GERALDINE FARRAR STARS IN "TURN OF THE WHEEL."

The romantic and dramatic atmosphere of Monte Carlo supplies the environment of Geraldine Farrar's first Goldwyn Picture, "The Turn of the Wheel." The only operatic star who has brought her high estate to the world of motion pictures and held it, is provided by Goldwyn with a powerful drama.

Geraldine Farrar is Rosalie Dean, an American, who sees at the great gaming tables a young man feverishly watching the turn of the wheel. She cannot tell why she is attracted to him more than any man she has ever seen, but it explains why her sympathy goes out to Maxfield Grey when he sees his stakes swept away. Rosalie halts his hand when he is on the brink of suicide and her humane act brings the young man back to himself. They spend many wonderful days together, when an interruption comes in the form of detectives. Rosalie and Grey are arrested, the latter charged with the murder of his divorced wife in New York. Rosalie has no trouble in establishing her identity and an-

nounces she will return to America with him.

Grey will make no satisfactory explanation to his lawyer, nor to his elder brother, whom he adores. This makes it hard for Rosalie, but she is steadfast in getting at the truth. She becomes acquainted with Bertha, wife of Grey's brother, and at once distrusts her because of her intimacy with Wally Gage, whose reputation is not of the best. How she finally wrings a confession from the pair brings the play to a thrilling climax.

### CATCHLINES.

"She played for love stakes—and won!"

"The romance of a woman who staked her all on love."

"What one woman did to save the man she loved."

"In which love enters and murder outs."

"The story of a beautiful woman who risked all for love."

"Hearts win in the game of love."

You don't have to take your hat off to anybody but the public.



A tense scene from Goldwyn's great picture "The Turn of the Wheel," featuring that sterling actress Geraldine Farrar. The Monarch Film Co., Limited, distributors of Goldwyn pictures in Canada, announce this feature as their first Goldwyn release. Monarch wants every exhibitor in Canada to see this picture screened, so that they may judge for themselves the wonderful box-office possibilities of this attraction.

## "TRIPLE TROUBLE," CHAPLIN FILM READY FOR BOOKING IN CANADA.

The General Film Co. (Canada) Ltd., announces in this issue of The Digest that they are ready to offer to the Canadian exhibitors Charlie Chaplin's latest film, which has been called "Triple Trouble." This is the film over which a fierce controversy has been raging in the United States. The people who control the present Chaplin releases naturally took exception to this Chaplin reel being sprung on them, and the American trade papers have been carrying a bunch of advertising on this picture—all of which has helped to advertise the film to the trade everywhere.

Those exhibitors who have played this film declare that it is a money-getter, and one of Chaplin's best productions. At any rate it is getting the money in the States, and should do the same here in Canada. The manager of the Castle theatre in Chicago recently wrote an interesting letter to the George Kleine System in Chicago, in which he heartily endorsed the film and said that he booked "Triple Trouble" after witnessing a private screening, and also that in his judgment it was a satisfactory box-office attraction. The picture was booked originally for one week at this particular theatre, but owing to the very excellent business, and because of popular request, they held it over for a second week's run, which is the first time that this has been done in the history of the Castle theatre.

There seems to be no doubt that in "Triple Trouble" the General in Canada, has a film that will cause their offices to be flooded with bookings from the Canadian exhibitors.

## PATHE'S 24-SHEET OF 'HANDS-UP' COMPLIMENTED BY MUSEUM OF ART.

The Metropolitan Museum of Art has passed an unsolicited comment on Pathe's 24-sheet exploiting its latest serial "Hands Up!" with Ruth Roland in the star role. The Metropolitan Museum of Art officials have requested Pathe for samples of this 24-sheet which is desired for the purpose of exhibition. The color scheme and pictorial are highly complimented. These 24-sheets on "Hands Up!" Pathe announces, are being posted in all principal cities from the Atlantic to the Pacific and they are certain to prove a valuable aid to exhibitors who book the serial.

## "THE GEEZER OF BERLIN."

This is a travesty on "The Kaiser—the Beast of Berlin," and is in two reels of mirth. Any exhibitor who has played "The Kaiser" can safely book "The Geezer" and do a land-office business with the right kind of advertising. It is said to be an especially good comedy, and Canadians should enjoy it immensely. As a burlesque on "The Kaiser," picture it's immense.



# ADVANCE NOTICES FROM THE EXCHANGES

## HAVE "THE STILL ALARM."

**Exhibitors' Distributing Corporation Ltd., Secure This Great Melo-Drama—Big Stuff Coming.**

"Full Steam Ahead" is the battle-cry of the Exhibitors' Distributing Corporation, Limited, the newest exchange organization in Canada. This new company, which made its bow to the Canadian film field some weeks ago, carries a very important announcement to the Canadian exhibitors in this issue of The Digest, and it will doubtless be read with considerable interest by all in the trade in this country.

The Exhibitors' Distributing Corporation Limited, will distribute some big special attractions that ought to be money-makers for the Canadian exhibitors. Announcement is made that the company has secured "The Still Alarm." Few, if any stage productions in the annals of theatrical history have been better known to the American public than this great melo-drama, which made its appearance in 1880. In presenting the "Still Alarm" as a photoplay, all of the picturesque charm and romance of the original story has been carefully adhered to, and the thrilling fire scenes have been depicted in startling manner.

Besides "The Still Alarm" the Exhibitors' Distributing Corporation, Ltd., have acquired the Canadian rights for all productions formerly handled by Superfeatures Ltd., and Globe Films Ltd., together with Paralta Plays, W. H. Productions, Chaplin and Sennett comedies, as well as many other special productions to be announced later.

Among the subjects now handled by this firm are "Civilization," "The Lone Wolf," "Eyes of the World," "World," "Ramona," "The Warrior," "The Super-Man," "The Spoilers," "The Belgian," "Those Who Pay," "The Bar Sinister," as well as many other box-office magnets.

## "THE HAND OF VENGEANCE" IS BOOKED UP RAPIDLY.

Great interest is being manifested throughout Canada among the exhibitor body in the Regal serial, "The Hand of Vengeance." This is the first serial that Regal has ever distributed in the Dominion, and naturally is of more than passing interest in the Canadian trade.

"The Hand of Vengeance" is from the studios of Gaumont, and is said to be one of the most successful serials that this producing company has ever made. It contains all the ingredients that go to make up a box-office attraction par excellence. Those Canadian exhibitors who show this serial, should with proper exploitation, "Mop up" because the mystery type of serial is exceedingly popular with movie fans from Vancouver to St. John.

There are ten episodes to "The Hand of Vengeance" of two reels each—just the right length to please movie pa-

trons. 'Tis said that this serial is one of the most sensational produced in years, and the New York dramatic critics, in their reviews of the serial, pronounce it head and shoulders above the average serial on the market to-day.

Bookings are now being arranged by all the Regal offices in Canada, and already many splendid bookings have been received at the various Regal branches scattered throughout the land. Regal, in its first serial offering to the Canadian exhibitor is determined to make this, their initial serial a success from a box-office point of view, and arrangements have been made for an elaborate and lavish quantity of lithographs, press sheets, cuts and all accessories to help the exhibitor put the serial over in his house.

Judging from the reception accorded to Regal's first serial, "The Hand of Vengeance," is destined to have a successful run in Canada.

## CAPITOL COMEDIES SHOULD GO BIG IN THIS COUNTRY.

The Monarch Film Co., Limited, announces to the Canadian exhibitors that it will distribute the famous Capitol Comedies in Canada. This is good news for the exhibitors because Capitol Comedies have already established themselves in filmdom as real honest-to-goodness comedies—the kind that will build business and hold patrons.

In the first place Capitol Comedies are clean. They are full of the zest of life, and made so that they will not insult the intelligence. They are said to be made with the same care and attention as many of the large five reel features on the market to-day.

Then again, Capitol Comedies have a star that is sure to attract attention. He is "Smiling Bill" Parsons, a great big, jolly, good-natured man who

spreads the gospel of sunshine most effectively.

Capitol Comedies are sure to please. Already Monarch Film Co., Limited, through its hustling representative, Mr. Phil Kaufman, has received many inquiries which seem to indicate that "Smiling Bill" Parsons will be received with open arms by the Canadian exhibitors.

The exhibitors will find an announcement in this week's issue of The Digest concerning these famous comedies. A full page announcement will also be contained in next week's issue of this publication concerning these comedies that will be of interest to all Canadian exhibitors.

The exhibitor who is after clean, wholesome comedies should by all means communicate with the Monarch Film Co., Limited, and hear what they have to say about them.

## "SINKING OF THE LUSITANIA."

This is a one-reeler that is unique. It shows, to the most minute detail, the sinking of the Lusitania. The reel is the work of Windsor McKay, the noted cartoonist, and it is said that the picture took 22 months to make. There are 25,000 separate drawings and the manner in which this subject is treated will certainly make it a powerful attraction. Universal says that the picture is so unique that it will have no competition. At any rate, the picture is so unusual that the Canadian exhibitors can book it and go out and make a big noise about it, for it should get the business with proper exploitation.

May Allison, who is now at work on the Metro picture, "The Finding of Mary," her fourth Metro release since she became a star in her own right with this company, began work on the opening scenes of the picture the same afternoon of her arrival in California.



A stirring scene from "The Still Alarm," the great Drury Lane melo-drama, which is to be distributed in Canada by the newly-organized Exhibitors' Distributing Corporation, Ltd. This company made its appearance in the Canadian film field some weeks ago, and looks like a winner.

# Canadian Exhibitors' Film Verdicts

A Department to Help Our Own Exhibitors Get a True  
- Angle on Current Releases

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto, Ontario.

**Your Box Office is the test of Popularity.**

**Fill in the Blank NOW.**

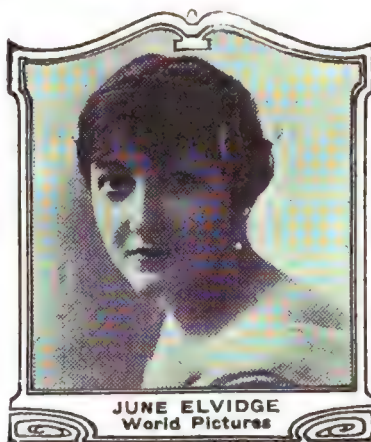
Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
Theatre .....  
Town or city .....  
Sent in by .....

Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
Theatre .....  
Town or City .....  
Sent in by .....

## Exhibitors' Film Reports

**"THE DEMON,"** with Edith Storey; (Metro) five reels; film in excellent condition; admission prices 10, 20, 30 cents; good story; everyone pleased; fine photography. Centre theatre, Ottawa.

**"A LITTLE SISTER OF EVERYBODY,"** with Bessie Love; (Pathe); five reels; good drama; photography was dark; story pleased very much. Centre theatre, Ottawa.



**"THE LITTLE PRINCESS,"** with Mary Pickford; (Famous); five reels; one reel of this was in bad condition; the other reels were in good condition; special prices 15 and 25 cents; story poor, but star pulled it through; good box-office attraction on account of the star's personality. John Kay, New Grand theatre, Ridgetown, Ont.

**"THE HIRED MAN,"** with Charles Ray; (Famous); five reels; too much oil on the film; admission prices 10 and 15 cents; this is the best Ray picture yet. John Powell, Opera House, Barrie.

**"SUNSHINE NAN,"** with Ann Pennington; (Famous); five reels; film in fair condition; admission prices 10 and 15 cents; very pleasing picture; John Powell, Opera House, Barrie, Ont.

**"UP THE ROAD WITH SALLY,"** this proved to be a very pleasing attraction; Loew's theatre, Montreal.

**"THE VAMP,"** a first class attraction in every sense of the word. Loew's theatre, Montreal.

**"MISS INNOCENCE,"** this proved to be a very pleasing box-office attraction. Strand theatre, Montreal.

**"TINSEL,"** with Kitty Gordon; good offering; attracted many women on account of Kitty's attractive gowns; New Grand theatre, Montreal.

**"WAIFS,"** Gladys Hulette and Creighton Hale; (Pathe); five reels; film in good condition; prices 10, 20, 30 cents; photography fair; good comedy drama; it pleased. Centre theatre, Ottawa, Ont.

**"TO-DAY,"** with Florence Reid; (Pathe); seven reels; admission prices 10 and 20 cents; very fine picture; superb acting; rather strong plot. Empress theatre, Prince Albert, Sask.

**"A SUCCESSFUL ADVENTURE,"** May Allison; (Metro); five reels; film in good condition; admission prices 10 and 15 cents; photography fine; good story; pleased all. Centre theatre, Ottawa.

**"THE WOMAN GOD FORGOT,"** Geraldine Farrar; (Famous); six reels; film in first class condition; 10 and 15 cents; featured Wallace Reid; good business; spectacular scenes pleased. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"HUCK AND TOM,"** Jack Pickford; (Famous); five reels; film in very poor condition; 10 and 15 cents admission prices; a 100 per cent. attraction, which simply delighted everyone. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"THE YELLOW TICKET,"** with Fannie Ward; (Pathe); five reels; film in excellent condition; prices of admission 10 and 20 cents; this was an excellent picture and pleased everybody. Empress theatre, Prince Albert, Sask.

**"BLINDFOLDED,"** with Bessie Barriscale; (Paralta); five reels; film in good condition; very good crook picture and pleased. Empress theatre, Prince Albert, Sask.

**"THE TROUBLE BUSTER,"** with Vivian Martin; (Famous); five reels; film in good condition; admission prices 10 and 15 cents; this picture was excellent in all respects; star good drawing card; box office report above normal. John Kay, New Grand theatre, Ridgetown, Ontario.

**"THE GIRL IN THE DARK,"** with Carmel Myers; (Universal); five reels; film in good condition; admission prices 10 and 15 cents; good story; mystery element holds interest; fair attendance; Stevens and Lawson, Star theatre, Edmundston, N.B.

**"THE LITTLE PRINCESS,"** with Mary Pickford; (Famous); five reels; condition of film good; no competition; admission prices 15 and 25 cents; good picture; fine Oriental scenes; humorous incidents; people liked it; fair attendance. Stevens and Lawson, Edmundston, N.B.

**"THE GLORIOUS ADVENTURE,"** with Mae Marsh; (Goldwyn); only an average picture; no punch to it. Empress theatre, Prince Albert, Sask.

Members of the Diando western feature company are taking a vacation while awaiting a new story. Stuart Paton, the director has gone to Bib Bear Lake looking for trout; Betty Compson is at Catalina Island; Horace Carpenter is at home working on his auto. None of the rest have reported their whereabouts.





Here we have six Fox stars, who for the season of 1918-1919 will draw many dollars into the box offices of Canadian exhibitors. On the top of the page is the Victory group of stars. Reading from left to right is George Walsh, Gladys Brockwell and Tom Mix. These three powerful box-office magnets will be seen in a series to be known as Victory Pictures. These pictures will be published on a basis of twenty-six productions a year under a group contract the first to be soon released in Canada. The new series will alternate with Standard Pictures. These three stars will appear in stories taken from the greatest works of the best known authors, and from big plays that have run successfully on Broadway.

The second group of Fox stars, herein shown, reading from left to right is composed of Jewell Carmen, Peggy Hyland, and Virginia Pearson. These stars will appear in Excel Pictures. William Fox, recognizing that both Canadian and American exhibitors are demanding something more than "program" pictures, has raised Jewell Carmen, Peggy Hyland and Virginia Pearson into a special series of Excel Pictures. Other well-known players will be added to this group from time to time.

In these two brands, Excel and Victory Pictures, Canadian exhibitors certainly have a great hand to draw from.

#### FOX FILMS HAS BIG GROWTH IN DOMINION.

The business with the Fox Film Corporation, Limited, of Canada, has had a tremendous growth within recent months in the Dominion of Canada. Today this exchange organization has one of the strongest and most alert film organizations operating in Canada, with branch offices from the Atlantic to the Pacific.

The Canadian district manager is Mr. Vincent J. McCabe, a young man of ability, who is destined to rise high in film activities in Canada. The Montreal offices in charge of Maurice West; the Toronto office is now under the management of Mr. L. M. Devaney, a former Toronto newspaperman. Joseph Leiberman looks after the St. John office. The western part of Canada is under the supervision of Dominion Exclusives Ltd., with offices in Vancouver, Winnipeg and Calgary.

#### FOX PLANS IN A NUTSHELL.

Productions Extraordinary .....	3
Standard Pictures .....	26
Victory Pictures .....	26
Excel Pictures .....	26
Sunshine Comedies .....	26
Mutt and Jeff .....	26
Standard Pictures	
Theda Bara .....	8
William Farnum .....	8
All-star casts .....	10

Victory Pictures and Excel Pictures to be confined to standard works of best writers and to plays that have had successful runs.

Principal stars: Theda Bara, William Farnum, George Walsh, Gladys Brockwell, Tom Mix, Virginia Pearson, Peggy Hyland and Jewel Carmen.

Big pictures include a war production, a picture based on the life of General Pershing and an Annette Kellerman submarine phantasy.

#### FOX PUBLICITY POLICY IS GREATLY IMPROVED.

In planning its publicity campaign for the season of 1918-19 the Fox Film Corporation announces it has several radical departures, which has been dictated by practical showmanship, and a common sense conception of the word "service." For each of the pictures that will be issued careful plans have been laid to the end that every help and suggestion given to Canadian exhibitors will be of definite assistance.

Fox managers in Canada at all times are ready and willing to assist the exhibitor to "cash in" on Fox pictures. The exhibitors will find that the Fox managers, and the entire Fox organization in Canada, stand ready to lend the exhibitor a helping hand in the proper exploitation of the pictures.

You need the "Come again" sign in the people's minds, not on a plank at the exit.

Original from

NEW YORK PUBLIC LIBRARY



## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**POSITION WANTED**—A young lady who is a capable pianist, and who understands "playing the pictures," would like a position in a Toronto Moving Picture House. Address replies to Miss Richardson, care The Digest. 3t

**WANTED**—Position as pianist in moving picture theatre in Toronto, or any other city where permanent position is offered; competent and experienced in playing for both vaudeville and pictures. Address Helen Marks, 71 Grosvenor St., Toronto.

**WANTED**—A position with film exchange as booker or film inspector. Have been an operator for past five years. Would like a change. What have you to offer? Apply P. S., care The Digest, 326 Spadina Ave., Toronto, Ont.

**MOVING PICTURE OPERATOR** open for engagement. Several years' experience in operating and managing theatres. Box 814, Orillia, Ont.

**EXPERIENCED VIOLINIST** Orchestra leader with accompanist, open for engagement anywhere in Canada. Large repertoire for pictures. Address M. Verney, 229 Wellington St., Sherbrooke, Que.

**FOR SALE**—Picture Theatre in Toronto residential section; real family house, about 550 seats; must sell on account of ill-health; \$2,000 gets immediate possession and five-year lease; will give terms to suitable party. Address replies to D. R. J., care of The Digest, Toronto.

**WANTED**—Cellist open for position in moving picture orchestra; have had the necessary experience to make good; Write A. Cornell, 82 Bolton Ave., Toronto, Ontario.

**WANTED**—Pianist for good western Ontario theatre. In replying state salary and all other particulars. This will be a good permanent position for the right party. Apply Box G. W. care The Digest.

**WANTED**—Hand Film Rewinder; must be in good condition; state price; Mr. R. P. Kiefer, Alliance, Alta. 51

**FOR SALE**—Motion Picture Theatre in Vancouver, B.C.; building and all equipment; 300 opera chairs; long lease on lot; will sell at a sacrifice; write for full particulars; Mrs. Mary J. Dean, 33 Twenty-sixth Avenue E., South Vancouver. 51

**WANTED**—Moving Picture Operator; union man who would like to get a position in Peterborough. Address replies, with all information to Emile Baumer, 567 George St., Peterborough, Ontario. 5



A scene from the "Sirens of the Sea" which was placed under the ban by the New Brunswick censors. The "Back to Nature" stuff evidently didn't make much of a hit with the members of the board. Clothes—or the lack of them have always caused trouble ever since Eve asked Adam to take a bite out of the apple.

## Additional Toronto and Ontario Topics

### BUSINESS IS GOOD WITH INDEPENDENT.

Henry Fischer, the veteran film salesman, was discovered by our reporter a few days ago, wrapping himself around a piece of pudding in the Toronto Film Colony's restaurant, the Adelaide Grill, Adelaide street west. Between mouthfuls Henry told us that business with the Independent Film Co. was splendid, and that bookings had been coming in at a lively rate.

### BUSINESS GOOD WITH MONARCH.

Business with the Monarch Film Co., Limited, has been exceptionally good, according to Mr. Phil. Kaufman, while the outlook for the fall and winter is splendid. The Monarch Film Co. distribute the Select and Goldwyn program, which have found great favor with the Canadian exhibitors.

### CURRY MAKING ALTERATIONS.

Clyde Curry was among the out-of-town exhibitors who graced Toronto with their presence last week. Clyde hails from that suburb of Detroit which appears on the map as Windsor, Ont. He runs the favorite theatre in that city. Just at present he is making some alterations and improvements in his theatre.

### CRUME JOINS UNIVERSAL.

Mr. R. L. Crume, who for some time was manager of the Princess theatre, Sault Ste. Marie, Ont., is now a member of the sales staff of the Canadian Universal in Toronto. Mr. Crume, as an exhibitor, was looked upon as one of the live wires of the north country, and his experience as an exhibitor should be a great help to him in his present position. He is going to do sales work for Universal as well as look after some of the publicity.

### "HEARTS OF WORLD" AT MASSEY HALL.

"Hearts of the World" commenced its second Toronto engagement on Saturday, August 24th, at Massey Hall, and will run during the life of the National Exhibition. The prices, as announced in the daily papers are as follows: matinees, 25 cents to \$1.00; evenings, 15 cents to \$1.50. A special orchestra is being used for this engagement. Business opened big, and it looks as if this "Hearts of the World" engagement will be a very successful one.

Bert Lytell, as the scholarly burglar in "Boston Blackie's Little Pal," an early Metro release, has a role which calls for much subtle acting and shows the versatility of this clever actor.

When you talk about your house put the "my" in the smallest type, but "THE TOWNS" in every one's mind.

### MONTREAL NOTES.

(Continued from Page Ten)

J. Ribaudy, of the Empire theatre, La Tuque, has been in the city and others noted were Mr. Goyette, of the Princess theatre, Brownsburg; Mr. Young of the Beloeil picture house and Mr. Lafantaisie of the St. Jerome theatre.

The Moulin Rouge picture house here broke the record last week. It gave a seven-reel picture, Florence Reid in "To-day," an eight-reel Farnum picture, "Rough and Ready," a two-reel serial and one-reel comedy, being eighteen reels in all. After that, what will managers do when business is bad?

H. Pomeroy, manager of the Holman theatre is putting over some clever advertising. He has black and white cuts advertising his pictures and theatres in all the papers and they have a very striking effect. The plan is practically new to Montreal—except in a few cases previously—and is attracting much business to the Holman.

We extend our most cordial congratulations to Merrick E. Nutting on the occasion of his marriage to Miss Norma Wilshire, which took place on July 1st in New York. The couple had an extended honeymoon motoring through New York state and are now back in Montreal where they have taken up their residence at the Regent apartments, Amesbury avenue. Mr. Nutting has reopened his old office at the Orpheum theatre where he is handling general and commercial advertising under the business name of "Adversising and Sales Service, Ltd."

Original from  
NEW YORK PUBLIC LIBRARY

# WESTERN CANADA FILM NEWS

From JOHN J. CONKLIN  
Dramatic Editor  
The Winnipeg Free Press

Winnipeg, Aug. 26—Cecil DeMille's great photoplay "Old Wives for New" which was condemned by the Manitoba censor board last spring, has been reviewed and passed. It will be shown all this week at the Gaiety.

The Goldwyn contract with the Lyceum management having expired, it is not likely that these fine photoplays will be shown at this theatre next season. The Lyceum has the largest seating capacity in the city. It will however, give the other exchanges a better chance to dispose of pictures to Manager Wilson, who announces that he is on the open market now.

If the First National has secured the services of Mary Pickford, it will be a big boost for their patronage in Western Canada. Definite announcement is keenly awaited here.

"To Hell With the Kaiser" has been secured by Manager Wilson of the Lyceum for September showing. There is much expectant interest here on the part of the public owing to the success at this theatre of "The Kaiser, the Beast of Berlin."

Reports of phenomenal business during the year in the large centers of Alberta and Saskatchewan is being received by exchanges from photoplay house managers and agents.

The Grand theatre, Main St. north, a \$150,000 structure, which up to a fire on the premises a year and a half ago, housed mobing pictures, is being turned into an office building.

The summer business which has met the efforts of the theatre managements to give the Winnipeg public the best there is going, has been of the most gratifying character. It has given the box office the best returns in the history of the screen in Winnipeg. With the return of thousands from holidays at the beaches this week there is every indication that theatres will be taxed to the utmost in order to meet the demands of patrons. The high class of pictures given all summer has had much to do with it.

"Toys of Fate," a Universal picture, which was to have been screened at the Lyceum shortly, has been condemned by the Manitoba censor board. "Cheating the Public" was also condemned. It deals with the labor situation in a highly colored manner and because of Canada's acute labor problem the board did not consider that the picture would assist in the solution but might inflame it.

J. F. Hooper, who is connected with the Arbuckle company and Baby Marie Osborne studio, will return to California next week. He has spent the summer here in connection with his publishing business.

The filming of the audience of children leaving the Dominion theatre was a big success when shown on the screen. It ran for a week at the Dominion.

Mr. Hyde, of the Crescent theatre, has taken over wonderland, which he is managing himself. Mr. Kershaw, the former lessee, will probably erect a theatre of his own.

The fifteen cents a reel tax is hitting the suburban low price theatres this season and many find it a difficulty in keeping open. Their principal week-day business is in the evening; they do not pull heavily in the day time.

It is generally admitted that "The Fight for Millions," the Vitagraph serial introducing the Pantages theatre programme, is the best serial seen at this house and is attracting great and increasing patronage.

The official war film of the present drive on the west front, was secured this week by the Ntional theatre and was a popular attraction.

"The Brass Bullet," the Universal's new serial, has been secured by Starland management.

Mr. Ralph Miller, who has been appointed manager of the Starland is developing into one of the most enterprising managers in the city.

The National theatre has been re-decorated and painted on the exterior as well as the interior, and under Mr. Williamson's management is now doing a large business.

The organist of the Rex theatre, Vancouver, will probably be secured to preside at the organ of the Province theatre.

The Allans, of Toronto, keenly feel the need of another new theatre and after months of investigation of suitable sites it is believed that 100 feet on Portage Ave. west of the Sterling bank has been found the most suitable site. The Allan of Winnipeg will be equal to the Allan of Toronto in capacity, conveniences and finish, and will cost \$275,000.

Professor Metcalfe, who has been organist at the Province for a year, has secured a position in New York City.

Beginning Labor Day the Dominion theatre will be given over to "Hearts of the World." The house is leased by the Allans of Toronto. Indications are for a large attendance.

When manager Ben Bloom, of the Famous Players, read out to your correspondent the list of features which will be ready for the fall season, it almost took his breath away. Western Canada picture houses have a period of enjoyment ahead.

The management of the Lyceum theatre has spent three thousand dollars in the operating room and now has an equipment equal to anything in Canada. A system for cooling the room has proved successful.

The owner of one of the centrally located picture houses this week refused an offer of \$30,000 a year rental for the theatre.

A small army of workmen at present is rushing through to completion the \$40,000 improvements at the Province theatre. It will be reopened about September 25. Chaplin's "Shoulder Arms" will be the opening picture.

J. J. CONKLIN.

## Ottawa News Notes

### Ottawa Exhibitors Elected Officers

They Have Joined Up With the  
Retail Merchants' Association.

The theatre division of the Retail Merchants Association of the city of Ottawa met a few days ago, and elected officers. The following was the result of the election:

President, Ben Stapleton, Centre theatre; first vice-president, Harry Brouse, Imperial and Family theatres; second vice-president, James Moxley, Allen's Regent theatre; treasurer, Isodore Sugarman, Princess theatre; secretary, T. Nolan, Rex theatre.

Every theatre in Ottawa has joined the theatre division of this association, which certainly reflects great credit upon the exhibitors of the Capital City of Canada. They have all jumped into the scheme with both feet, and it won't be their fault if the association doesn't accomplish what it sets out to do.

### FILM SALESMAN HARD AT WORK.

Various representatives of the Canadian film exchanges have flooded Ottawa for the past week or two, calling on the Ottawa exhibitors and outlining their respective fall offerings and sales policies. Business is going to be good according to a majority of the exhibitors in this city.

### NEW POLICY AT DOMINION THEATRE.

The Dominion theatre, on United Family Time, opened Monday, August 19th, with a new policy. In future attractions will be played a full week, instead of a split week. Five vaudeville acts, together with five reels of movies will be given, and the admission price will be a thirty-cent top.

Original from

NEW YORK PUBLIC LIBRARY

## Releases in Toronto and Montreal for Week Ending Aug. 31st

### TORONTO RELEASES.

#### FAMOUS PLAYERS.

- "The Danger Mark," Elsie Ferguson; five reels.
- "Less Than Kin," Wallace Reid; five reels.
- "Her Blighted Love," Mack Sennet comedy; two reels.

#### FOX.

- "Confession," Jule Carmen; five reels.
- "A Tight Squeeze," Sunshine comedy; two reels.
- "Hotel DeMutt," Mutt and Jeff comedy; one reel.

#### GENERAL FILM.

- "The Last of Zeppelin 21," Interstate special; two reels.
- "A Night in New Arabia," O. Henry production; 4 reels.
- "The Lie That Failed," Essanay comedy; one reel.
- "Salmon Fishing in New Brunswick," scenic; one reel.
- "The Rathskeller and the Rose," O. Henry series; 2 reels.

#### MUTUAL.

- "Her Husband's Honor," Edna Goodrich; five reels.
- "Misinformed," Billie Rhodes; Strand comedy; one reel.
- Screen Telegram, No. 48; one reel.

#### REGAL.

- "The Half-Breed," Triangle; Douglas Fairbanks; 5 reels.
- "Social Quicksands," Beverly Bane; Metro; five reels.

#### SELECT.

- "The Reason Why," Clara Kimball Young; five reels.
- "Up the Road with Sally," Constance Talmadge; 5 reels.

#### SPECIALTY FILM IMPORT.

- "The Ghost of the Rancho," Bryant Washburn; five reels.
- "Do Husbands Deceive," Toto comedy; one reel.
- Pathe Gazette; one reel.
- Pathe News; two-a-week; one reel.
- British War Office Official News Weekly; one reel.
- Allied War Review; one reel.
- "The House of Hate," serial; two reels.

#### UNIVERSAL.

- "Hoot Toot," Century comedy; two reels.
- Universal Animated Weekly; one reel.
- Universal Screen Magazine; one reel.
- Universal Current Events; one reel.
- "Beating the Limited," Western drama; Neal Hart; two reels.
- "The Brass Bullet," serial; episode No. 4; two reels.
- "Fires of Youth," Bluebird; Ruth Clifford; five reels.
- "Bread," Mary MacLaren production; six reels.
- "Housecleaning Horrors," Lyons and Moran star comedy; two reels.

#### VITAGRAPH.

- "The Clutch of Circumstances," Corinne Griffith; 5 reels.
- "The Professional Patient," Drew comedy; one reel.
- "Flappers and Friskies," Big V comedy; one reel.
- "A Fight for Millions," episode No. 7; two reels.

### MONTREAL RELEASES.

#### FAMOUS PLAYERS.

- "The Claws of the Hun," Charles Ray; five reels.
- "The Danger Mark," Elsie Ferguson; five reels.
- Burton-Holmes Travelogues; "Regina to the Rockies;" one reel.

#### FOX FILMS.

- "Painted Madonna," Sonia Markowa; five reels; Fox special.
- "True Blue," Wm. Farnum; seven reels; Fox standard.
- Mutt and Jeff Cartoon.

#### GENERAL FILM.

- "The Widow Dangerous," Wolfville story; two reels.
- "Mamon and the Archer," O. Henry story; two reels.
- "The Knock-Out," single reel comedy.
- "Hypocrites," Elizabeth Risdon; six reels.

#### INDEPENDENT SUPPLY.

- "The Blood of His Fathers," Crane Wilbur; five reels.

#### MUTUAL.

- "Winnie's Wild Wedding," Strand comedy; one reel.
- Screen Telegram; one reel.

#### VITAGRAPH.

- "A Thousand Dollars," Edward Earle; five reels.
- "Honeymoon Baby," Mr. and Mrs. Sidney Drey comedy.
- "A Fight for Millions," episode 'Gorge of Destruction.'

#### UNIVERSAL.

- "The Long Chance," Frank Keenan; five reels.
- "Woman's Fool," Harry Carey; five reels.
- "Business Before Honesty," L-Ko comedy; two reels.
- "Payroll Express," two-reel western.
- Current Events, No. 67.
- Screen Magazine, No. 85.
- Universal Weekly, No. 38.

#### SPECIALTY FILM IMPORT.

- "Hands Up," Ruth Roland; three reels.
- "Do Husbands Deceive," Toto comedy; one reel.
- History of the Great War, No. 21. one reel.
- British War Office Official News; one reel.
- Pathe British Gazette; one reel.
- Pathe News; one reel; two-a-week.
- Official Allied Review; one reel.

## Our Want Ads Bring Results!

For the twenty-fourth time within the last eighteen months, W. A. S. Douglas, president of the Diando Film Corporation, is riding the rails between Los Angeles and New York City. He wires from some point in New Mexico that so far it has been the hottest trip of his many rides across the continent. Having been called for service in the Tank Corps of the United States Army for the latter part of August made necessary this hurried trip as Mr. Douglas has to report in San Francisco at that time.

It's not so much the size of a house as the mental size of the man who runs it.

In "L'Occident" in which the great Russian actress, Nazimova, will be seen, an entire circus is used. The distinguished actress plays the part of an Oriental dancing girl who is attached to the circus, and the performing animals and troupes engaged for the picture are all well-known circus acts.

Making comedy pictures has its drawbacks. One of the players in a recent Fox-Lehrman Sunshine Comedy had to ride in a flier that had eggshaper wheels. Not only that, but three tires blew up in the course of a 100-yard dash down the Hollywood boulevards.

In the Screen Classics, Inc., production, "A King in Khaki," in which Harold Lockwood is starred, this debonair actor plays his first role as a pirate—and then only in the imagination of a girl who loves him.

Bert Lytell, clever star of the Metro production, "No Man's Land," cannot distinguish one from the other the two Chinamen who play important parts in his production.

Viola Dana, winsome little Metro star has for her leading man, in her forthcoming production, "Flower of the Dusk," Guy Coombs, another Metro favorite.



# A Forecast of the WILLIAM FOX NEW POLICY FOR SEASON 1918-1919

## TO THE EXHIBITORS OF CANADA:

In fixing the policy of Fox Film Corporation for next season I have carefully considered the requirements of the trade and the demands of the public.

Every owner of a motion picture theatre has a problem. Our policy has been arranged to give the best service and enable the exhibitor to make a handsome profit. Our 1918-1919 productions are the best the Corporation has produced in its five years in business.

### FOUR BIG TIMELY PICTURES.

We have produced four pictures on a big scale which we are confident will create prestige and big box office receipts for every exhibitor who books them.

**1. PERSHING WITH THE ALLIES.** Based on the life of General Pershing. This intimate romantic story of General Pershing's rise from a barefoot Missouri lad to the command of the American Army in France, is a carefully prepared authentic life history of the famous soldier. You will see Pershing on the Missouri farm, later as a school teacher, his life at West Point, as an Indian fighter, in the Spanish War, U.S. Military Attache in Japan, taming the Moros in the Philippine Islands, on the Mexican frontier and later in England and France. Staged by Richard Stanton. Seven reels.

**2. QUEEN OF THE SEA,** with Annette Kellerman. A sub-sea fantasy in six reels. A wonderful scenic conception in which Miss Kellerman displays daring in aquatic stunts. The story and supporting cast are in keeping with the tone of an Extraordinary Production. 'Queen of the Sea' is bound to repeat box-office records created by 'A Daughter of the Gods.' This picture will be released on a rental basis.

**3. THE PRUSSIAN CUR.** Staged by R. A. Walsh. Enacted by a Big cast, including Miriam Cooper and based on revelations made by Captain Horst von der Goltz, confidential agent of Ambassador Count von Bernstorff, and conspirator against the United States who was condemned to die as a spy in the Tower of London in 1915. Captain von der Goltz was released to testify against the **Welland Canal dynamite**

**plotters** in the United States Courts, and his amazing exposures are recited in a thrilling manner under the skillful handling of Mr. Walsh. **The Prussian Cur** reveals the Kaiser's plots against America. For the first time it lays bare the schemes of the Kaiser and his agents in destroying factories, creating opposition to the Government, purchasing of newspapers, and crippling ships.

**4. WHY I WOULD NOT MARRY.** A striking, timely, morality picture produced along unique, unusual lines, with a box office appeal for men, women and children. The story is that of the most beautiful woman on earth who had seen all phases and conditions of high life: who knew men of all classes; whose whims and caprices had been satisfied in the most luxurious manner. The reason she would not marry is graphically picturized and lends itself to colossal box office possibilities. Six reels.

In a few weeks we will announce the release date of the Theodore Roosevelt film, "Put the Flag on the Firing Line."

### STANDARD PICTURES.

There will be 26 Standard Pictures released during the season of 1918-1919. No cost is too great for Standard Pictures. Among the stars who will appear in this group are Theda Bara, William Farnum and others.

### VICTORY PICTURES.

There will be 26 Victory Pictures in which Tom Mix, Gladys Brockwell, George Walsh and others are grouped.

### EXCEL PICTURES.

There will be 26 Excel Pictures in which Virginia Pearson, Peggy Hyland, Jewel Carmen, Jane and Katherine Lee and others will appear.

### SUNSHINE COMEDIES.

There will be 26 Sunshine Comedies produced under the masterful supervision of Henry Lehrman.

### MUTT AND JEFF ANIMATED CARTOONS.

There will be 52 Mutt and Jeff Cartoons released at the rate of one a week.

Our Branch Managers now have full details and will be pleased to explain our policy. We advise you to get in touch with them.

WILLIAM FOX.

# VICTORY



# PICTURES

**T**HIS superb group of attractions has been established because the achievements and the vast popularity of Gladys Brockwell, Tom Mix and George Walsh make a step forward and upward absolutely necessary. In answer to the demand of exhibitors and public that these stars be shown in more pretentious productions, William Fox now offers his first three Victory Pictures.

**GLADYS BROCKWELL** in **KULTUR**, by J. Grubb Alexander and Fred Myton.

Who started the World War? A new angle of this vital question appears in the strange romance of Emperor Franz Josef's beautiful favorite, who played into the hands of the Huns. In this amazing, intimate revelation of love, scandal and secret politics, Miss Brockwell scores the greatest popular triumph of her career.

**TOM MIX** in **FAME AND FORTUNE**, a dramatization of Charles Alden Seltzer's famous novel, "Slow Burgess."

Better even than "Ace High," "Western Blood," or "Cupid's Roundup," this is Tom Mix's greatest photoplay achievement. It has been produced on a scale of magnificence that guarantees a sure-fire run. "Fame and Fortune" places "the greatest cowboy actor" among the five biggest drawing cards on the screen.

**GEORGE WALSH** in **I'LL SAY SO**, by Ralph Spence.

"Smiling" George Walsh, the dashing, good-humored, devil-may-care author of hair-raising dramatic escapades! In this breezy story of love, adventure and war, he is sure to go "over the top" with a smashing, full-house triumph.

# EXCEL



# PICTURES

**E**XHIBITORS are demanding something more than "program" pictures. They are demanding special attractions, played by stars who have pronounced ability and popularity in some definite type of screen production.

William Fox, recognizing that this demand means a general toning up of the motion picture art—higher, stricter standards—has raised Virginia Pearson, Peggy Hyland and Jewel Carmen into a special series of Excel Pictures. Other well-known players will be added to this group.

First releases of these popular stars in their new series will be:

**VIRGINIA PEARSON** in **QUEEN OF HEARTS**, by Harry Hoyt. A gripping drama of mystery, love and crime. The heroine's father has been murdered. Three men who desire the hand of his daughter are suspected. Who is guilty—and who wins? The unraveling of this gripping tale is sure to be a big puller with the crowds.

**PEGGY HYLAND** in **MARRIAGES ARE MADE**, by E. Lloyd Sheldon.

Sweet, winsome Peggy Hyland in another of those appealing romances that have won her millions of admirers! A story of love that had its way through the trapping of German spies. Brimful of punch, action, thrills and surprises.

**JEWEL CARMEN** in **LAWLESS LOVE**, by Max Brand.

Miss Carmen is everywhere hailed as one of the most beautiful and talented young actresses on the screen. "Lawless Love" shows her in an absorbing, rapid-fire drama of a brave girl a cad and a big, fighting man of the West.

# NEW FOX POLICY

SEASON 1918-1919



## WILLIAM FARNUM DE LUXE PRODUCTIONS

The popular appeal of William Farnum is as wide as the joys, sorrows and aspirations of human hearts. As the peerless portrayer of all that is fine and strong in American manhood, he commands a motion picture patronage that is absolutely certain to fill every theatre in which he appears.

Now, to "True Blue," "When a Man Sees Red," "Rough and Ready," "The Bondsman," "A Soldier's Oath," and many other sterling productions, Mr. Farnum has added four great romances by Zane Grey, America's foremost writer of Western novels. These stories have been read by millions. They have been advertised in every town and city. Millions want to see the plays.

Among the William Farnum De Luxe Productions scheduled for release during the season '18-'19 is: **RIDERS OF THE PURPLE SAGE** by Zane Grey.

This stirring tale is universally recognized as one of the greatest Western stories ever written. As "Lassiter, the Avenger of the Utah Border," Mr. Farnum has scored the supreme character achievement of his career. "Riders of the Purple Sage," is as big as the West itself. Its showing will be one of the outstanding film events of the coming year.

"Riders of the Purple Sage" will be followed by its gripping sequel, "THE RAINBOW TRAIL," and later by "THE LONE-STAR RANGER" and "THE LAST OF THE DUANES." To this wonderful Zane Grey series will be added other Farnum attractions of surpassing interest and drawing power.



# NEW FOX POLICY

SEASON 1918-1919



## THEDA BARA SUPER-PRODUCTIONS

For the filming of these splendid photodramas, William Fox has taken as his slogan, "The Best that Brains and Money Can Make."

Theda Bara stands to-day at the top of her profession—universally acclaimed as the foremost screen interpreter of feminine emotions. Her name has become a synonym for big, stirring, money-making productions, and her list of powerful dramatic roles includes the greatest classics of the world.

During the season 1918-1919, Miss Bara will appear in eight new Standard Pictures. These plays will be the strongest attractions that William Fox can find for her in history, literature and present-day life.

Among the Theda Bara Super-Productions scheduled for release during the season 1918-1919 is: **WHEN A WOMAN SINS**, by Betta Breuil.

This vivid drama pictures a passionate soul's wild struggle for love against the restrictions of her stifling environment. When her untamed impulses batter down the walls of convention and bring upon her the scorn and contumely of the world, she defies smug opinion and goes the wanton way. But at last comes love and the balm of regeneration.

"When a Woman Sins" will be followed by **THE SHE-DEVIL**, by E. G. Hopkins, a vivid story of a charming vixen's escapades in Paris and Madrid.



GAUMONT'S AMAZING SERIAL  
in 10 TWO-REEL EPISODES

Startling  
Thrilling  
Sensational



# The HAND of VENGEANCE

Distributed  
by

REGAL FILMS LIMITED

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



**First Authentic Story**

# **"The Lady of the Dugout"**

**In Six Reels of Realism**

---

Disclaiming responsibility for all past pictures for obvious reasons, and ready to stand on the merits of "THE LADY OF THE DUGOUT," and all other stories filmed in this outlaw series, Al Jennings, the outlaw whose sentence for life was commuted by President McKinley, who was pardoned by President Roosevelt, who received the nomination for Governor of Oklahoma, and who collaborated with Will Irwin on the outlaw stories published in the "Saturday Evening Post," declares over his own signature that every film story, henceforth presenting his brother Frank and himself, will be founded on facts.

No matter how sensational the thrill, or how deep the emotion, the public will have the satisfaction of knowing it is looking at the genuine article and not moving picture fancy.

"THE LADY OF THE DUGOUT," and all other Al Jennings outlaw stories, will be exploited in the open market by

---

**ERNEST SHIPMAN**

**430 South Broadway,  
LOS ANGELES, CAL.**

**17 West 44th St.,  
NEW YORK CITY**

**CABLE ADDRESS "ERNSHIP"**



5  
447 1019



## MORE ENCOURAGEMENT

CHAPLEAU OPERA HOUSE  
Chapleau Amusement Co., Proprietors

VINCENT CRICHTON,  
Manager

Chapleau, Ont.  
August 26th, 1918

The Canadian Moving Picture Digest,  
Toronto, Ont.

Gentlemen:—

Enclosed with this letter find \$1.00 for my subscription to The Digest. I believe that I am like many other Canadian Exhibitors, in so much as I have been intending to send you my subscription for some time but neglected doing so until now.

I certainly look forward to receiving The Digest each and every week, and find it truly helpful in my business as an exhibitor, especially in keeping tab on the various features etc. The Digest also has many other splendid points in its favor. It gives us the Canadian film news, while the American trade papers which come into our country give us mostly the news of what is doing across the border, with a very small sprinkling of real Canadian film news.

So here's wishing The Digest long life and full prosperity—it certainly deserves it.

Sincerely Yours,

(Signed) VINCENT CRICHTON.

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
Canadian Moving Picture Digest  
PUBLISHING COMPANY

MONTREAL  
Room 2, Imperial  
Theatre Bldg.



**JEWEL PRODUCTIONS**

**Present**

# **"Crashing Through to Berlin"**

**The Whole Colossal Drama of the War.  
Brings you from the start up to the present day.**

## **LET THEM SEE**

- the mightiest seven reels of thrilling war scenes ever filmed from authentic incidents.
- a complete historical review of the great conflict; a patriotic education for every man, woman and child.
- a cinema sensation, showing America and her allies fighting the Hun on land, sea and in the air.
- a stupendous, consecutively arranged collection of actual incidents from all fronts and showing all the great men of the war.
- a tremendous money-getter certain to rival that other Jewel Triumph, "The Kaiser, the Beast of Berlin."

**CANADIAN UNIVERSAL FILM CO., LIMITED**  
**HEAD OFFICES — TORONTO, ONT.**  
**ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER**

# EXHIBITORS!

Have you ever stopped to consider the value of a program in your theatre?

We are prepared to supply you with program covers embracing beautiful half-tone engravings of the various stars of practically all the companies operating in Canada.

You can print your weekly program on this folder and sell the advertising space on the back cover to one of your local merchants.

We are receiving orders from all parts of Canada from wide-awake exhibitors who believe in advertising with a neat attractive program such as we are offering.

The price is right and we want all exhibitors to get in on it.

1000 to 5000 **\$2.25** Per Thousand

Larger Quantities **\$2.00** " "

## PROGRAM COVERS IN STOCK OF THE FOLLOWING STARS:

### REGAL STARS

Evelyn Greeley.  
Mary Garden.  
Mabel Normand.  
Maxine Elliott.  
Bessie Barriscale.  
Carlyle Blackwell.  
Rita Jolivet.  
Ethel Clayton.  
Alice Brady.  
Madge Evans.  
Barbara Castleton.  
Madge Kennedy.  
Mae Marsh.  
J. Warren Kerrigan.  
Henry B. Walthall.  
Louise Glaum.  
Montagu Love.  
Kitty Gordon

June Elvidge.  
John Bowers.

### PATHE STARS.

Baby Marie Osborne.  
Mrs. Vernon Castle.  
Harold Lloyd.  
Bryant Washburn.  
Bessie Love.  
Gladys Hulette.  
Frank Mayo.  
Creighton Hale.  
Pearl White.  
Antonio Moreno.  
Fannie Ward.  
Florence Reed.  
Frank Keenan.  
Ruth Roland.  
Leon Bary.

### UNIVERSAL STARS.

Dorothy Phillips.  
Mae Murray.  
Ruth Clifford.  
Mary MacLaren.  
Monroe Salisbury.  
Harry Carey.  
Priscilla Dean.  
Carmel Myers.

Pauline Frederick.  
Clara Kimball Young.  
Marguerite Clark.  
Dorothy Dalton.  
Douglas Fairbanks.

### FOX STARS.

Theda Bara.  
Jane and Katherine Lee.  
George Walsh.  
Virginia Pearson.  
Tom Mix.  
Miriam Cooper.  
Jewel Carmen.  
William Farnum.  
Gladys Brockwell.  
Peggy Hyland.  
June Caprice.  
Charlie Chaplin.  
Dustin Farnum.

### FAMOUS PLAYERS' STARS.

Norma Talmadge.  
Alice Brady.  
Billie Burke.  
William S. Hart.  
Mary Pickford.  
Elsie Ferguson.  
Constance Talmadge.

Samples are inserted weekly in the Moving Picture Digest

WRITE, WIRE or PHONE and your order will be filled the same day as received.

## DOMINION EMBOSSING & PRINTING CO.

326-328 Spadina Ave.

Phone College 1633

TORONTO, CANADA



## **GENERAL FILM COMPANY (Canada) Limited**

---

**Here is the Tremendous Picture!**

# **“THE UNBELIEVER”**

**(Edison)**

**A Modern War Drama That Sways All Audiences**

With a stupendous theme and a magnificent production “THE UNBELIEVER” packed the largest theatres in the metropolitan centres of the United States as a Special Attraction, and is today at the height of its prestige.

**RAYMOND McKEE and MARGUERITE COURTOT**  
in the leading roles

**The Story of How the War Made a Man and Hero Out of an Able Bodied Young Idler.**

The Detroit News says: “One of the most intense films ever shown in Detroit.

The New York Herald says: “One of the most stirring and up-to-date war dramas yet seen on the screen was presented at the Rivoli in “THE UNBELIEVER”

**Book “THE UNBELIEVER” at Once for Your House**

**One of the PERFECTION PICTURES**

---

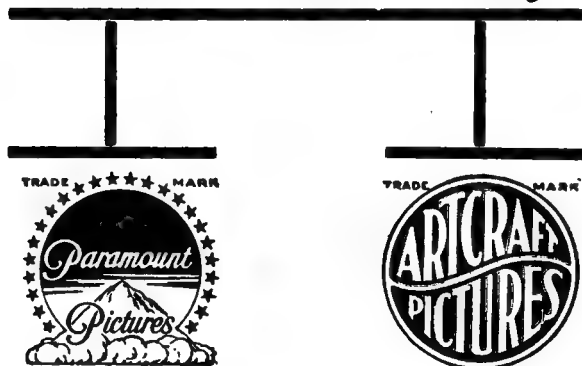
## **GENERAL FILM COMPANY (Canada) Limited**

**MONTREAL**  
**6 McGill College Ave.**

**TORONTO**  
**172 King St. West**

# NATIONALLY ADVERTISED

**Means Just What It Says!**



## Paramount and Artcraft Pictures

are advertised everywhere—to  
the public, where it does you  
the most good.

In the newspapers, in the mag-  
azines and now on the bill-  
boards.

CANADIAN DISTRIBUTORS

## Famous Players Film Service Limited

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 10

SATURDAY, AUGUST 7th 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor

**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street

**C. W. LANE, Representative**

**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**

**LOS ANGELES OFFICE**  
430 South Broadway  
**MISS RUTH BUCHANAN**  
Western Representative

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal

**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre

**WINNIPEG, MAN.**  
John J. Conklin, Dramatic Editor  
The Free Press

**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Two Suggestions

**M**R. A. J. Mason, who runs three houses in Nova Scotia, has sent to The Digest a suggestion, and asks that all small-town exhibitors act upon it. He urges that all small-town exhibitors get together and send a petition to the proper government officials in Ottawa, protesting against the reel tax in its present form, and asking for a more equitable distribution of the burden. He wants to know what the other small-town men think of the idea

In line with this subject, a Toronto exhibitor, Mr. Maurice Thaler, has offered a suggestion, which is good enough to pass along. He claims that the tax should be graded according to the gross receipts of the theatre, and he wants the legitimate as well as vaudeville houses included in this tax. Of the first \$300 that the theatre takes in, a tax of one-half per cent. should be paid to the government. On the next \$300, or any proportion thereof, one per cent. should be collected by the government, and any amount thereafter, two per cent. This Toronto exhibitor says that in figuring the gross receipts of all motion picture theatres, vaudeville houses and legitimate theatres, the government would receive approximately twice the amount that is being collected to-day, and by so doing, the burden of the tax would be more equally distributed.

Here are two suggestions, and The Digest is passing them along to the trade for what they are worth. One thing is absolutely certain—before any progress can be made to combat this tax—or any other piece of legislation that proves a hardship—there must be a staunch organization of exhibitors in this country. When are the Canadian exhibitors going to get together into a national association?

### GO TO IT, BOYS.

**T**HE Motion Picture Exhibitors' Protective Association of Ontario, Limited, seems to be having a new lease of life. For a time it threatened to dry up and blow away, but thanks to the energetic work of the present officials, the machinery has been thoroughly overhauled, and it's hitting on "all six" these days. Mr. Thomas Scott, the recently appointed secretary has been working early and late, and his work is commencing to bear fruit. He, in conjunction with the present officers, has made great strides within recent months, and it begins to look as if there is still hope for a strong provincial association. Go to it, boys! The need for a real business-like provincial body of exhibitors was never so urgent as it is to-day.

Original from  
NEW YORK PUBLIC LIBRARY



# Third Annual Convention of Maritime Exhibitors

**Big Eastern Event to be Held in Halifax, Sept. 18, and 19, Make Arrangements to be There**

Great plans are being made for the third annual convention of the Motion Picture Exhibitors' League of the Maritime provinces, which is to be held in Halifax on Wednesday and Thursday, September 18 and 19. The committee in charge of the necessary arrangements have been working faithfully to make this, the third convention, the best yet. Invitations have been sent out broadcast urging all interested to be sure and attend, and from present indications, it would appear that the coming convention will be the most successful one yet held in the Maritime provinces.

Conditions have arisen in the past year that make it more important than ever for the close co-operation of all branches of the business. In view of these conditions it behoves everyone who has the interest of his business at heart, to put in an appearance at Halifax during this convention. His visit will be well repaid by a more fuller

knowledge of matters as they exist in the film business in this country to-day.

Mr. N. V. Gastonguay, of Halifax, is the president of the Maritime organization; Mr. F. G. Spencer, of St. John, is the vice-president; and Mr. G. J. B. Metzler, of Halifax, is the treasurer; while Mr. J. M. Franklin, of Halifax, is the secretary. The entire crowd is a live-wire outfit, and a credit to the film industry of the Dominion.

The Digest urges every exhibitor, and all others interested in the advancement of the film business in this country to attend this very important conference. This point cannot be emphasized too strongly. All roads should lead to Halifax on Wednesday and Thursday, Sept. 18 and 19. Make arrangements to be there. You will be well repaid for the trip, and meet a crowd of fellows whom it is a genuine pleasure to be mixed up with.

## Two Griffith's Are Opposition

**"Hearts of World" and "The Great Love" Fighting it Out All Along the Line.**

**B**UFFALO.—Last week witnessed a peculiar condition here with the opening of D. W. Griffith's "Hearts of the World" at the Majestic with a \$1-50 top scale and the same producer's feature, "The Great Love," playing Shea's Hippodrome at 25 cents top. The result is that "Hearts of the World" opened slow, getting something under \$500 and since has been building, the gross on the week having been in the neighborhood of \$8,000. However, at the Hippodrome the feature on a rental has been doing a corking business and there is no doubt but that it hurt the patronage of the "Hearts" picture on the opening.

The joker in the situation is that the Artercraft people are partners to the extent of 50 per cent. in the travelling "Hearts" show in this territory and all that they are getting from Shea's is a rental for the "Love" picture. Shea's while doing a tremendous business the opening day of "The Great Love" failed to touch the record that the house made with "Intolerance," which played to 30,000 people on the opening day.

A somewhat similar condition existed in New York last week with "The Great Love" booked at the Strand, and "Hearts of the World" still continuing at the 44th street theatre. Of course the latter attraction has been playing here for several months, but the management states that the Strand engagement shot their business to pieces. The reports from the Strand are to the effect that the house broke the Sunday record with the picture on the first day.

of the run but that business dropped during the week.

The wallop, however, is coming from the men that bought state rights on "Hearts of the World" from the Artercraft and will have to go up against opposition all over the country from "The Great Love" picture. Several of these have already made a protest that the deal they are receiving is in a great measure unfair. The booking representatives of one concern going so far as to state that had his principal not been practically assured of a certain amount of protection he would not have bought the picture.

State rights men cite the instance of "The Birth of a Nation" where the state rights buyers had practically two years' protection before there was another Griffith picture released. Their principal trouble, however, lies in the fact that the managers of the legitimate theatres and the booking offices which route the attractions are yelling and cutting down on terms.

The strong point is that both of the pictures have practically the same cast of principals, but that "The Great Love" has the added attraction of more than a score of the British nobility appearing in it. Among these are Dowager Queen Alexandra.

The regular exhibitor around the country is taking advantage of this fact and wherever the chance offers is booking "The Great Love" against the date that "Hearts" is booked in the legitimate house.

Albert L. Grey (D. W.'s brother), who is interested in the exploitation of "Hearts of the World," has issued a statement decriing the fact that the Artercraft or some of those who are playing the picture have heralded it as Mr. Griffith's greatest production. He states that D. W. does not think that it compares in any way with either "The Birth of a Nation" or "Hearts of the World."—From *Wid's Daily*.

## General Meeting is Well Attended

**Exhibitors' Association Hold Important Meeting in Toronto.**

A general meeting of the Motion Picture Exhibitors' Protective Association of Ontario, Limited, was held in the Sons of England Hall, corner of Bertie and Richmond Sts., Tuesday, September 3rd, 1918. Several big and important questions was brought up and thoroughly discussed for the benefit of the exhibitors.

Communications from Geo. F. Schneider, Peterboro; W. J. Reid, London; J. A. Tucker, Orillia; J. J. Allen, Toronto; J. S. Smart, Port Hope; Hon. Thos. White, Ottawa; First National Exhibition, New York; S. Burnside, Collingwood; E. J. Lawson, Toronto. These communications took up quite a considerable time, after which — Gladish, Canadian representative of the Movie World gave a very interesting address on the Motion Picture industry and congratulated the Association on the wonderful strides it had made in such a short space of time, also gave the members to understand that he would appreciate to be with them at their future meetings.

Mr. A. A. Cooper, Lyceum, Huntsville, said that he had decided to come to Toronto for the purpose of attending this meeting, and after what he had seen and heard he thought that it was the duty of every exhibitor in Ontario to become a member of the association. He also informed the members that any exhibitor that he came in contact with he would tell them the necessity of becoming a member.

Mr. J. S. Smart, Royal, Port Hope, informed the members that he felt quite ashamed of himself for not attending the past meetings, but assured the members after what he had seen at this meeting that he would be every future meeting with bells on.

W. J. Guest, of Hamilton, said that if the exhibitors in Hamilton could have been here to-day there would be no doubt every exhibitor in Hamilton would be on the job. He suggested that if the secretary, Thomas Scott, would come to Hamilton he would take him round and introduce him to every exhibitor; by so doing he felt sure of joining up every exhibitor in and around Hamilton, which he believes would be accomplished in about two days. This matter so impressed the members that it is to be brought up at the next executive meeting to see what days Mr. Scott could be spared.

The president, Mr. J. C. Brady, gave notice that all grievances must be forwarded in writing with true particulars before the grievance committee will take up the matter.

A resolution was passed to the effect, that this association wishes to co-operate with the Motion Picture Distributing Victory Loan Committee for the purpose of giving its hearty support and power free of cost, to make the coming Victory Loan a huge success, with two of our members appointed on the committee.

There never yet was a good showman who was not an optimist.

# MONTREAL AND QUEBEC NOTES

Montreal—B. J. Cronk, general manager of the Allen theatre enterprises, is opening the new Allen theatre at 5038 Sherbrooke street west, in this city on September 16th, with the big Griffith's production, "Hearts of the World." The building is already completed as far as exterior and decorations are concerned, and the seats have been installed this week. This theatre represents the last word in playhouse construction, and, located as it is in the heart of Montreal's most fashionable district, is a handsome architectural addition to the neighborhood besides furnishing a long felt want to such of the Westmunters as are unwilling to make the long journey downtown to the nearest west end houses.

Goldberg and Jagwin, the well-known designers and decorators of Detroit, are responsible for the decorations of the house. The campaign of publicity commenced this week with a flourish of trumpets such as has rarely been equaled in the Montreal press. It began with a half-page announcement in the Saturday afternoon Standard which left nothing to the imagination. Several thousand dollars have been appropriated for advertising by means of bill posters, street car advertisements, boards, etc., as well as the press. B. J. Cronk has made Montreal his headquarters for the next seven weeks and is using the offices of the Merrick R. Nutting Advertising and Sales Service in the Orpheum building. This firm is laying out the advertising campaign for the theatre.

As to the picture with which the theatre opens, "Hearts of the World," is a production that took Mr. Griffith and a large company of players more than eighteen months to produce, many scenes being taken right on the firing lines. In the making of this mammoth production, Mr. Griffith had the help and co-operation of the British and French Governments, and he was able to secure some of the most remarkable battle scenes ever taken on the battle fields of France for this great masterpiece of the motion picture art.

This production, after a four-weeks' record-breaking engagement at the Allen theatre, Toronto, moved to Massey Hall for an additional two weeks. "Hearts of the World" is now in its sixth month at the 44th Street theatre, New York City, where it is playing to capacity houses at every performance.

The matinee prices to be charged at the Montreal house will be 25 cents and 50 cents, loges 75 cents. In the evening prices will be 50c, 75c, \$1.00, loges \$1.50, with a good selection in every part of the house during the run of this attraction. Seat sale will open a week in advance and there will be two shows daily at 2.15 and 8.15. It is certainly something new in motion picture enterprise in this city and province.

Howard Conover, manager of the Imperial theatre, has just returned from his vacation which he spent at Old Orchard Beach and Boston. Business has,

it is stated, been very satisfactory during his absence.

L. E. Ouimet has completed his picture "The Call of Freedom" which he produced under contract with the Canadian Government.

J. McCabe, district Canadian Manager for Fox Film Corporation, was in Montreal recently on business and went back to Toronto last week. He reports business is everywhere good from the Fox viewpoint.

General Film reports extraordinary good business with its new releases all over. The Chaplin first showing release "Triple Trouble," played to capacity houses at the Imperial and exceeded all expectations. It was a big hit, in addition to Montreal, in Quebec, Ottawa, and Toronto.

Harry Pomeroy, manager of the Holman, is back from his old stamping ground, Toronto, where he has been arranging for the bringing back to join him in Montreal of Mrs. Pomeroy.

Mr. Lamarre, manager of the theatre in Lachine, the Royal Alexandra, run in the Jule and J. J. Allen interests, reports business good and patronage steadily increasing since the opening a couple of weeks back.

Archie Laurie is still at the Midway and is busy as usual with lobby displays. In fact he has been so busy lately that he has not been able to find time to write about them. We hope to remedy that condition in the very near future.

No manager has yet been appointed for the new Allen theatre here. B. J. Cronk is too busy putting over his big publicity campaign to be bothered with comparatively minor details just now.

\*\*\*\*\*  
**Film Offerings in Montreal**  
**This Week**  
 \*\*\*\*\*

Film offerings vbgkqj cmfwy cm  
**LOEW'S.**

"The Reason Why," with Clara Kimball Young.

**IMPERIAL.**

"Less Than Kin," with Wallace Reid.

"Bound in Morocco," with Douglas Fairbanks.

**NEW GRAND.**

"The Trap," with Alice Brady.

**HOLMAN.**

"Bread," with Mary MacLaren.

**STRAND**

"Doing Their Bit," with Jane and Katherine Lee.

**TIVOLI.**

"Triple Trouble," with Charlie

The mystery in connection with the St. Denis thickens—or sickens as the case may be. No one seems to know what is to be the ultimate of this theatre though there are all kinds of hints and rumors floating around. One thing is certain there are a bunch of decorators working round the building whatever that may portend.

Mr. Southgate, manager of the Alhambra, premier picture house of Maisonneuve, owned by Jim Sperdakos, has resigned from his position after holding it for the past five and a half years. Mr. Southgate is taking a rest just at present.

Al. Melville, assistant manager of the Allen theatre in Toronto, was over here for a flying visit the other week. Whether it was in connection with the new Allen theatre here or not, could not be ascertained. He is now in Winnipeg where he is likely to be for some considerable time.

George Rotsky, manager of the New Grand, is back from a short vacation at Ste. Agathe, Que. George is far too busy a man these days to be able to afford to take more than a few days off duty at a time. The New Grand is showing to a gratifying extent the result of his go-ahead and energetic policy in connection with having only the best first-run pictures presented there. Patrons know that if it is advertised for presentation at the New Grand, the picture must be good.

More alarms and excursions! There are all sorts of rumors going the rounds re the proposed increase of prices of admission in the near future at Montreal west end picture houses. Personally we believe there is very little truth in most of the rumors. Still, exhibitors are largely to blame for their persistence. If they would ban hole-and-corner methods of holding meetings in camera and admit the light of day and the press to their deliberations, there would be no choice of absurd suppositions going around as they are doing at present.

## BRITAIN'S BULWARKS

Released some time ago in the States will be released in Canada by the Specialty Film Import, Limited, beginning September 9th. This series of twelve single reels ought to prove a boon to Canadian exhibitors judging from reports received from the states. Although showing Canadian and British soldiers and navy, the theatres in the States have made big. It should prove a big boost in Canada.

## "HANDS UP."

Montreal office of the Specialty Film Import reports serial booked solid till the end of October. Manager Lalumiere has just returned from Quebec and has booked same to Olympia and Capital theatres.

## Exhibitors---A Five Reel Serial Free Book it Now!

Were you ever offered, free of charge, a five-reel serial feature that would draw the crowds to your house? That is the offer made to you by the Motion Picture Distributing Committee, the members of which are handling "Canada's Work for Wounded Soldiers"—a splendid new film on a little known and vastly interesting subject. The details of booking arrangements are given in an advertisement on another page. A number of exhibitors have already applied for bookings and it is not yet too late to enquire when the film will be released in your territory. Remember that the booking costs you absolutely nothing. You can furnish the public with information that it is desirable they should have and at the same time make big money yourself. All that is needed is a little enterprise on your part in publicity, in which you will be fully assisted by those who prepared the film. It doesn't matter whether yours is a large or small community. Your patrons will want to see the film and will fill your theatre. You will, incidentally, be doing valuable war work in showing the Canadian public in general and returned men and those who are about to go overseas what others have done with pluck and persistence in overcoming the handicap of wounds and disabilities, and successfully returning to civil life as workers and self-supporting wage earners. Do not delay. Write to the Motion Picture Distributing Committee or any of their agents at once.

### BIOGRAPHIES QUITE THE RAGE IN ENGLAND.

Moving Picture biographies are quite the rage in England. Lloyd George has appeared before the camera for a film story of his life and it is interesting to note that the matter was brought up in the House of Commons. The subject was dropped, however, when it was learned that the picture was a "private stunt." Another producer has completed a "Life of Lord Nelson," showing various places of historic interest and incidents of his life.

### "THE COMMON CAUSE."

#### A Recruiting Feature.

The British Canadian Recruiting Mission in the United States is now responsible for a special recruiting feature, "The Common Cause," which was made by J. Stuart Blackton. It is an eight-reel picture in which Herbert Rawlinson, Lawrence Grossmith, Philip Van Lorn, Sylvia Breamer, Louis Dean, Huntley Gordon and others are starred. The feature was produced under the auspices of and by collaboration with the British-Canadian Mission to aid recruiting in the States.

Better to let the man who doesn't like the motion picture stay away as merely disinterested than bunk him with false statements and convert him into an enemy.

### WESTERN MGR. FOR SPECIALTY FILM IMPORT LTD., PREDICTS GREAT SEASON FOR PATHE.

Mr. G. S. Scoullar, whom a short time ago was a well-known boot and shoe salesman, and realizing the enormous possibilities and future of the moving picture industry, jumped at the chance offered by the Specialty Film Import and became branch manager at Vancouver, B.C., for the house of Pathe.

By consistent effort and hard work and applying straight forward methods in all his dealings, he succeeded in increasing business in that office to such



MR. G. S. SCOLLAR.

an extent that he gained the attention of Mr. L. Ernest Ouimet, who decided that in view of the valuable services rendered by Mr. Scoullar, to give him charge of the three western offices.

Mr. Scoullar in reorganizing has made changes in all branches and now has an organization, who, working on the new policy and system of the company, claims that they will give a service to the exhibitor, that will be second to none. It is Mr. Scoullar's ambition to gain for his company the name, "The House of Service."

In a letter received from Mr. Scoullar, who has just left Winnipeg for Calgary and Vancouver, after spending eight weeks there, says, that in every locality the exhibitor is most optimistic and many who closed their theatres for the summer months are now getting ready to reopen for the fall trade. Mr. Scoullar reports great business for his company and says, that to fill all his bookings accepted on Fannie Ward, Frank Keenan, Mrs. Vernon Castle, Mary Miles Minter, William Russell, and Marguerita Fisher, they have had to have an extension of time for the Winnipeg territory. "Hands Up" the new serial featuring Ruth Roland is in great demand and that the company has seen fit to import an extra print to supply the demand.

"Her Man," the big special, featuring Elaine Hammerstein, was screened last week at the National theatre in Winnipeg, which house is going to show Pathe pictures this season commencing in September, before an audience of ex-

hibitors who were unanimous in their praise for this picture.

"The Yellow Ticket at the Lyceum, the week of August 19th, did wonderful business in very hot weather and Manager Wilson was wearing the smile that won't come off. This theatre has also booked "To-day" with Florence Reed for the week of Sept. 2nd.

In closing Mr. Scoullar says, that without doubt this year is going to be a bumper one for Specialty Film and the good things that are coming will surely open the eyes of exhibitors, and judging by the smile that Mr. Ouimet is wearing these days on trips between Chicago, New York and Montreal, he has the same opinion also.

### THOS. SCOTT WRITES SIXTY-FOUR PAGE BOOK.

#### Important Information for Exhibitors.

Thomas Scott, Secretary of Motion Picture Exhibitors' Protective Association of Ontario, Limited, has just completed a sixty-four page book with unlimited information for the exhibitor. Mr. Scott has put in six hard weeks' work on this beautiful book to make it a huge success; every exhibitor in Ontario, also secretaries in other provinces will receive a copy of this book during the next few days, so keep your eyes on the postman.

### AUTHOR OF SERIALS A PICTUR- ESQUE FIGURE.

Gilson Willetts, who is now a member of Pathe's scenario staff in New York, has written twenty-five books, some of which have been best sellers in their day. "The First Law," one of his most successful volumes of fiction, forms the basis for the picture of the same name in which Irene Castle stars and which is released by Pathe as a regular program feature July 28th.

Mr. Willetts wrote "Hands Up," the Ruth Roland serial, the final episode of which will be released August 18th. He will be remembered as the author of the first motion picture serial, "The Adventures of Kathlyn," and also of the other big one, "The Mystery of the Double Cross," which was adapted from his novel and which is still a good seller. Mr. Willetts might be described as a world citizen. Although born in old Manhattan and the descendant of one of the earliest mayors of the city, he has spent half his life seeking adventure in foreign lands. He used to be a commuter between New York and London, for many years crossing the Atlantic twice a year.

In addition to writing the final episodes of "Hands Up," he has finished plays for Baby Marie Osborne and Frank Keenan, both to be filmed on the coast this winter. He is now at work on a new drama for Fannie Ward.

### HE'S VERY POPULAR.

Monroe Salisbury is to be seen in a Canadian picture in a few weeks. The picture is called "That Devil, Bateese," and the story has to do with a Montreal school teacher who seeks the back-country in order to forget a love affair. She has an exciting experience and "Bateese" saves her after a series of adventures.



# TORONTO AND ONTARIO TOPICS

## GOOD WORK

Walter Green, of the Allen theatre, Toronto, is being congratulated upon the manner in which he engineered the "Hearts of the World" publicity in Toronto. Atta Boy, Walter, more power to your elbow and think tank.

## SCOTT GETTIN UP BOOKLET.

Secretary Tom Scott of the Moving Picture Exhibitors' Protective Association of Ontario, Limited, Toronto, has been engaged in the preparation of a pictorial and autograph album for members of the organization. Illustrations of the houses controlled by members of the association will also be included in the album which will contain many paid advertisements.

## UNIQUE STUNT.

A unique stunt was arranged by Manager Roland Roberts of the Regent theatre, Toronto, a few weeks ago for the presentation of a special musical offering, "The Rainbow," by the big Regent theatre orchestra. Just before the presentation of the selection, the whole house was darkened and a large rainbow gradually appeared on the drop curtain. As it faded away the orchestra started its piece. The rainbow was projected from the slide machine in the projection room.

## H. WILMOT YOUNG IN TOWN.

H. Wilmot Young, known throughout Canada wherever and whenever things theatrical are discussed, was in Toronto last week on business connected with his theatrical enterprise. Mr. Young is now the big noise in the Enterprise Amusement Co., which invades the smaller towns and cities of Canada and gives the natives a bang-up film show. This company carries a very modern and complete outfit for the projection of moving pictures, and business this season has been very good. Sergt E. A. Gravelle, who has seen military service for his country is the operator in charge. He was formerly with the Imperial and Family theatres in Ottawa and is an expert in his line. Mr. Young's company co-operates in the towns visited with the local Red Cross, and ten per cent. of the gross receipts is given to this organization.

## THE REGENT GRAPHIC MAKES ITS BOW FOR A DAY.

A splendid publicity and advertising plan was worked by Manager Roland Roberts of the Regent theatre, Toronto, last week, in connection with the showing of "To Hell With the Kaiser," which is playing this week at this popular Toronto show shop. Sixty thousand four-sheeted newspapers were printed and distributed throughout the city advertising the attraction. The paper was

called "The Regent Graphic" and was printed on the presses of the Toronto Daily News. A big eight column heading, with letters in violent red three inches deep reading "Germany is Condemned" struck the reader in the face as he picked up this "Extra." The entire front page of the newspaper would deceive the most experienced. Its make-up was just as if it was an extra hot from the press. Even a cartoon on the front page from the clever pen of Lou Skuce, the Toronto cartoonist added real newspaper flavor to the sheet. The inside pages were crammed full of press dope on the attraction. It made a great hit with the Toronto public, and was great advertising for the film.

## MOVING PICTURES AT ORILLIA.

Moving pictures were taken last week in Orillia, Ont., by Charles Rous, the well known Canadian camera-man. The work was done under the auspices of the Unique Photoplays Co., of Toronto, of which company Mr. Rous is the main factor. These pictures, when completed will be shown to the Orillia boys in France fighting the Hun. They will be able to get a few glimpses of their old home-town. The work was done under the auspices of the Girls' Red Cross, and when the pictures are completed they will be shown at a local house in Orillia.

## PICKING BIB ONES.

The Iola theatre, on Danforth avenue is picking the "big ones." On Monday and Tuesday of this week the attraction was "Within the Law," and subsequent pictures during the week included "The Fair Pretender" and "The Lie," the latter starring Elsie Ferguson. The theatre also announces as coming attractions the following: "Over the Top," "My Four Years in Germany," and "Tarzan of the Apes."

\*\*\*\*\*  
\* **Film Offerings in Toronto** \*  
\* **This Week** \*  
\*\*\*\*\*

### MASSEY HALL.

"Hearts of the World."

### REGENT.

"To Hell With the Kaiser."

### HIPPODROME.

"Confession," with Jewel Carmen.

### LOEW'S.

"True Blue," with William Farnum.

### MADISON.

"Eyes of the World."

"Up Romance Road," with Wm. Russell.

### ALLEN.

"The Claws of the Hun," with Chas. Ray.

"The Danger Mark," with Elsie Ferguson.

## MITCHELL WAS IN TOWN.

Griffith Mitchell, formerly manager of the Regent theatre, Toronto, dropped into the Queen City last week, and shook hands with his many Toronto friends. Griff. is at present manager of the Strand theatre in White Plains, N.Y., which is a hustling American city situated just forty minutes from dear old Broadway, N.Y. Griff. says that he likes his new connection very much indeed. Since he has taken charge of the White Plains house, he has put into effect many good showmanship tactics which has greatly increased business.

## HAGUE DENIES RUMORS.

Persistent rumors have been current that Clair Hague, general manager for the Canadian Universal Film Co., Ltd., was about to sever his connection with Universal, and join another Canadian film organization. These rumors have become so annoying to Mr. Hague that he has asked The Digest to emphatically deny them. Mr. Hague states that these rumors are entirely groundless, and that he has no intention of seeking other fields of endeavor. His relations with Universal have always been very cordial, and he expects to continue with Universal for many years to come.

## MIVILLE LEAVES ALLEN.

Al. Miville, who was for some time past assistant manager of the Allen theatre in Toronto, has severed his connection, and is now in Montreal. Al's smiling face will be missed by his many Toronto friends.

## GETTIN THINGS IN READINESS.

Benny Cronk, of the Allen organization in Toronto, is in Westmount making arrangements for the opening of the new Allen theatre in that neck of the woods. It is expected that the new house will be opened about Sept. 16th, with "Hearts of the World." During the absence of Cronk, the Allen in Toronto is being looked after by Walter Green, assistant manager.

## A FORTHCOMING UNIVERSAL RELEASE

The latest war film, "Crashing through to Berlin," the first print of which has just arrived in Toronto, gives an idea of what all the Allies are doing and how it is being done. Scenes have been taken in all parts of the world. There are views, for instance, in Canada and views of Canadian soldiers on the firing line. Then, there are scenes in South Africa and pictures of the South Africans in action. Each ally in turn gets a show, as it were. In the Canadian section, Sir Sam Hughes is shown as the Minister of Militia during the early part of the war. The picture is a seven-reel production.

Original from

NEW YORK PUBLIC LIBRARY

# ==OH, MISTER!==

—Think of having comedies for your patrons that are made on the same careful and lavish scale with which some producers make their big productions---comedies with the fire and humors of life in them; comedies that are not thrown together in haste, but are built skilfully to appeal to your sense of fun and your intelligence.

The instant success, both with large and small exhibitors of

## "SMILING BILL" PARSONS

*in* **CAPITOL COMEDIES**  
*26 a Year*  *Every Second Monday*

is due to the lively speed and humor of his stories; to the "finish" which makes them stand alone. Their latest metropolitan triumph is a booking at the Strand Theatre, New York; a solid booking at the Marcus Loew theatres, including the big Stillman Theatre, Cleveland; and in more than 2,000 other houses whose managers recognized a big hit the moment they saw it.

---

DISTRIBUTED IN CANADA  
EXCLUSIVELY BY

## MONARCH FILM COMPANY LIMITED

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL



# BRITAIN'S BULWARKS

**12 One reel Pictures Released One  
A Week Beginning September 9th.**

**Official Government Pictures showing  
every phase of the Army and  
Navy which have done so much  
to keep the Mad Wolves of the  
Universe from America's shores.**

**Always Instructive, Always Entertaining.  
Your Audiences will appreciate them.**

**Pathé Pictures everyone  
will go out of their  
way to see.**

**Showing at present in  
most of the theatres in  
the United States to big  
audiences.**

**Secure early dates from  
our nearest branch.**



Digitized by Google  
**SPECIALTY M IMPORT Limited**  
Original from  
NEW YORK PUBLIC LIBRARY



# What Is He Doing Over There?

That's the question that is being asked daily in every Canadian Home.  
The answer is found in our news films released weekly by us.

British War Office Official News

Pathe British Gazette

Allied War Review

Pathe News

Secure the patronage of every Canadian family by showing one of our news films regularly on every program.

---

**The First Release on Our New Programme**

**"MORE TROUBLE"**

**Featuring**

**FRANK KEENAN**

**PLAYED BY THE RIVOLI, NEW YORK and RIALTO, SAN-FRANCISCO FOR ONE WEEK EACH TO S.R.O. ONLY**

The famous critic "Wid" says---A clean-up---A real winner---One of the best films ever screened---Will please any audience---I'd grab this quick and make a lot of noise about it.

**DO IT NOW!**

---

Branches: ST. JOHN  
TORONTO

CALGARY Original from VANCOUVER  
MONTREAL PUBLIC LIBRARY WINNIPEG

**FREE**

**FREE**

# **A FIVE-REEL SERIAL FEATURE**

**With Which You Can Do  
BIG BUSINESS**

**EVERYONE** who has a relative or friend "over there" or a wounded relative or friend "back here"—every returned soldier—everyone with love for Canada and respect and admiration for her men who have fought and are fighting in the cause of freedom, wants to see—

## **"Canada's Work For Wounded Soldiers"**

*(Presented by the Department of Soldiers' Civil Re-establishment)*

—A new, human story of victory over wounds and disablement.

Reel 1. "Healing Their Wounds"

Reel 2. "Re-education of the Disabled"

Reel 3. "Fitting Disabled Soldiers For Industry"

Reel 4. "How Wounded Soldiers Overcome Their Handicap"

Reel 5. "Artificial Limbs in the Making"

**BOOK NOW, FREE OF RENTAL, FOR SHOWING THIS FALL**

**From the**

**MOTION PICTURE DISTRIBUTING COMMITTEE**

**Messrs. JULE and J. J. ALLEN**  
Famous Players  
TORONTO

**CLAIR HAGUE**  
Canadian Universal  
TORONTO

**OR FROM ANY OF THEIR AGENCIES OR REPRESENTATIVES**

## THE FORUM

This department is open for the correspondence of anyone without reserve.

Moosomin, Sask.

Editor, The Digest:

I have just finished reading the letter by J. W. McCutcheon, of the Crystal theatre, Oshawa, regarding the fifteen-cents-a-day reel tax, and I feel quite in sympathy with this house, if for no other reason than the fact, that with dozens of others I am in the same box.

The daylight Savings Bill, which went into effect last spring, made for poor business with the picture houses, owing to the fact that the country people did not change their time, and no one can blame them, as it is of no particular benefit in this district.

Through this Daylight Savings Bill we were forced to extend our hours from two and one-half to three and one-half and always playing to less business. Moosomin, as a town has been second to none in supplying men and money for the war and we are justly proud of our record, but, Mr. Editor, it is a fact that this extreme patriotism, makes it just that much harder to live up to the slogan "Business as Usual."

Just recently the military have called up the remaining few young men we have left. This is quite right; we must have men to carry on the war. I believe that Regina has between six and seven thousand soldiers. These men would spend, perhaps, 50 cents each per week in their own little picture houses, and if so, this means \$6.00 per week. It is only reasonable to suppose that the same men will spend their 50 cents per week in the city houses, and even three thousand dollars per week is a nice little extra money even for Regina.

The reader can decide for himself who should pay the war tax. As matters now stand, the small-town exhibitor is forced out of business by this fifteen-cents-per-reel-per-day war tax.

MR. J. ELLIOTT,  
Lyric theatre, Moosomin, Sask.

Editor, The Digest:

I enclose my registration coupon. I am only a small exhibitor, but the reel tax comes very hard on us small men. I can do very well in the summer time, but I am afraid that I will have to close down this winter.

Mr. C. E. WALKER,  
Bijou Dream theatre, Digby, N.S.

Editor, The Digest:

Enclosed you will find my film report for last week. I believe your "Exhibitors' Film Report" department in the Digest is a splendid one, and every Canadian exhibitor should co-operate with you in making this department a success, because it is the means whereby some very valuable "dope" on the current pictures can be passed to the exhibitor and used to their mutual advantage.

I understand that there are some rumors current that one enterprising film exchange is going to do away with the parcel idea and use a film box that will take films, parcels, ents, slides, photographs, etc., thus making one parcel for shipment.

Doubtless, if this scheme was placed in operation, it would effect a great saving for the exhibitor, and would amount to a nice tidy sum in the course of a year. As it now is, express is paid on parcels both out and in. It would also tend to offset the excise tax, and at the same time keep the banners, photographs, etc., in better condition.

WESTERN ONTARIO EXHIBITOR.



VIRGINIA PEARSON.

This dainty Fox star has a splendid vehicle for her screen talent in her latest photoplay, "Queen of Hearts." In this play she portrays the role of a girl who has inherited a gambling den. With such a charming person presiding over the place, one would be willing to take a little flier.

Ashcroft, B.C.,  
August 31st, 1918.

Editor, The Digest:

In filling out the attached registration blank, I beg to say that I consider the 15c per reel tax a very unfair one to the small exhibitor.

My show can only exist as a side issue, yet I pay the same rate as others in large cities where it is a business by itself, and reels are shown over and over again the same day. I can only show a reel once a day.

I think a sliding scale should be adopted.

There is no doubt this on top of the amusement tax, will legislate many of the small exhibitors out of business where the moving picture show is the only source of amusement open to the people.

Yours truly,  
R. D. CUMMING,

Mgr. Ashcroft theatre Ashcroft, B.C.

## AN EPOCH MAKING EVENT "MASKS AND FACES."

With the Greatest Cast in the History of the World Unparalleled Production of Charles Reade's Famous Play Released by World Pictures.

It has not been recorded in the history of the spoken drama, let alone that of the screen where such a brilliant array of histrionic talent has been shown as is presented in The Ideal Film, "MASKS AND FACES,"

The very flower of the entirety of the English-speaking stage has been culled in casting this wonderful feature, "MASKS AND FACES," a play round which in the past has been written more golden pages of stage history than any other production presented within the walls of the theatre.

If it were not for the fact that the entire stage, earnest in their desire to do something worthy of the profession in alleviating the distress growing out of the world's war, "MASKS AND FACES," with its marvelous cast, would not become the property of the patrons of the moving picture theatres.

George Bernard Shaw, Sir Arthur Pinero and Sir John Hare, representing a committee of the Academy of Dramatic Art of England, decided in the furtherance of this charity to present a play on the screen that offered an opportunity to employ the largest number of stars.

After several conferences it was decided that "MASKS AND FACES," a drama by Charles Reade and Tom Taylor, was an ideal play for the purpose of the movement.

Reade afterward wrote a novel based upon the play, and called it "PEG WOFFINGTON." The novel is the richer of the two in incident, and has accordingly been made the groundwork of this picture.

The story which tells of the loves and the humanity of Peg Woffington, the beautiful and vivacious actress from the Emerald Isle, who, from a humble orange girl, grew to be the darling of the theatre of her day, is too well known to need elaboration here.

It is just a human tale of the simple emotions and pitfalls of life, but a tale pervaded by the charm of sincerity and typical to the last work of the homely British drama.

As such it has attached to itself in the past many of the most eminent players, but rarely, if ever, has quite such an array of artists performed in it as appears in the picture version or has its story been interrupted with more naturalness and truth.

The immortal role of "Triplet" was assigned to Sir Johnston Forbes Robertson.

CAST OF "MASKS AND FACES."

George Bernard Shaw, Gerald du Maurier, Weedon Grossmith, Irene Vanbrugh, H. B. Irving, Sir John Hare, Sir James Barrie, Dennis Neilson Terry, Gertrude Elliott, Henry Vibart, Donald Calthorp, J. Fisher White, Mabel Russell, Winnifred Emery, Sir Arthur Pinero, Gladys Cooper, May Brough, Gerald Ames, Lottie Venne, Nigel Playfair, Lyall Swete, Renee Mayer, Lillah McCarty, Dion Boucicault, Sir George Alexander, Ben Webster, Lilian Braithwaite, Stella Campbell, Viola Tree, C. M. Lowne, Helen Haye, Sir Squire Ban-



## MARITIME PROVINCE MENTIONS

### Important Meeting of the Exhibitors and Exchanges

**Maritime Film People Get Together and Talk Over Their Grievances.**

The long talked of meeting between the Exchange Managers' Association and the exhibitors of the Maritime provinces took place at the Canadian Universal exchange on Monday, August 26.

The attendance of out-of-town exhibitors was not large, but local managers showed up and all the film exchanges in the city were represented.

G. A. Margetts, president of the Association was in the chair. There were present I. Soskin, general manager of the Famous Players Service, Toronto, A. J. Reddy, of the Perkins Electric Company, Montreal; Mrs. Davidson, of the Dreamland theatre, Moncton; W. W. O. Fenety, of the Gaiety theatre, Fredericton; Steve Hurley, of the Hayden-Gibson theatre, Woodstock; W. H. Golding, W. C. McKay, A. Prince, R. J. Ramsay, J. Lieberman, E. Teale, M. Bernstein, Chas. Kerr, W. C. Smith, A. Donaghy, T. P. Regan the attorney of the Association was also present and your correspondent.

Mr. Margetts outlined the aims of the Association and corrected some erroneous ideas which he said had been circulated regarding the organization. He asked those present to give their opinion of the benefits of such an association. Several spoke on this subject.

A letter was read from N. W. Mason of New Glasgow, regretting that he could not be present at the meeting and expressing himself as satisfied with a recent ruling of the Association.

A letter from C. J. Gallagher, of Charlottetown, regarding the poor condition in which the reels arrive at theatres was the signal for a long discussion on this subject in which W. H. Golding, Mrs. Davidson, R. G. March, E. Teale and G. A. Margetts joined. The chairman pointed out the scarcity of reels at the present time and suggested that each exhibitor should supply his own. It was felt by some that this was not an expense that should be borne by the exhibitor. Mr. Soskin said that he was surprised to learn of the bad state of reels and that he should make it a matter of importance to each office under his jurisdiction that reels should be carefully inspected before being sent out of the exchange—that if they are damaged by the exhibitor he must pay the cost. E. Teale said that much of the fault was with careless operators and the express companies.

I. Soskin gave a history of the Exchange Managers' Association and told of the great value it might become if exhibitors would work in co-operation

with it against excessive taxation, the wrong system of censorship and other questions which vex the trade.

Speaking on the subject of taxation, Mr. W. H. Golding stated a truism when he said that it was all very well for film companies to raise the price of film, but that theatre managers could not raise the price of admission in these war times and get away with it. The public simply will not pay above a certain price, for their's is the initiative and they stay away from the places of amusement. He had proved that himself. The taxes are high everywhere and the N. B. Government had already altered the tax and the theatres are working in co-operation with the Government.

The present system of censorship in New Brunswick was severely criticised as being the cause of a loss of much time and money. It is hoped that this may sometime be changed to that in vogue in Nova Scotia where a reel need only be censored when it has been condemned elsewhere, thus doing away with the necessity for so many officials and rooms, and loss of time. The exhibitor also suffers when an advertised attraction is "canned" at perhaps the last moment.

The matter of moving the exchanges came up for discussion and more will be heard of this later. Truro is spoken of as a probable place. It was stated by three exchange representatives that 75 per cent. of the business done in the Maritime Provinces is done in Nova Scotia.

The objects of the Exchange Managers' Association are to be printed and each exhibitor is to be furnished with a copy.

It was suggested that a committee should be formed with some of the officials of the Maritime Exhibitors' League and the Association to interview the Provincial Government in regard to several matters.

Two members of exchanges present not belonging to the Association were asked to speak on the subject of the Association. Charles Kerr of the Mutual preferred to give his opinion at a meeting exclusively of the exchange managers. W. C. Smith who is handling the General Films on a percentage basis, said he had a certain idea about the Association and intimated that he did not quite understand the treatment he had received. The discussion threatened to become quite warm but was called to order by the chair. Mr. Smith spoke of the difficulty he had found as an exchange manager of having film returned.

The meeting closed with a vote of thanks to the exhibitors who had attended.

#### STEVE'S A HUSTLER.

Steve Hurley, of the Hayden-Gibson theatre, who was in town on Monday, has had two good ideas for novel matinees. The first was called a "Soldiers' Comforts Matinee" and each child attending was asked to bring a gift suitable to be sent overseas. The result was very gratifying, 115 comforts being brought to the theatre, including eighty packages of cigarettes. A committee chosen by the children themselves came to the theatre on Monday and packed the parcels ready for shipment. The children who brought presents were given a ticket for a matinee on the following week.

The other matinee was called a tribute to Woodstock's heroes. Photographs of men who had fallen in battle were procured together with some particulars of their career. As the picture was shown the manager said a few words about the soldier. At an appropriate moment the poem "In Flanders Field" was recited.

J. M. Franklin and L. R. Acker had a few moments with St. John friends as they passed through the city recently on their return from Boston where they were arranging their fall bookings. Mr. Acker is enthusiastic over his new policy and says the success of it will show what a city Halifax is, in that it can adopt metropolitan ideas. Mr. Franklin expects his new theatre in Sydney to be finished shortly.

The St. John Opera House at their last Friday's show broke another record showing the popularity of this place of amusement under the management of W. C. McKay.

At the Imperial theatre "Daddy Long Legs" played a most successful engagement this week. The Vitagraph Serial "A Fight for Millions" started last Friday. The story is being published in the St. John Evening Times. The fall opening of the Imperial will be on Labor Day and perhaps later some changes may be seen in the picture policy at the Imperial.

The Gem has run "Civilization" and lately is showing by "special arrangement" "Womanhood, the Glory of a Nation" at five and ten cents.

Charles Stevens of the Exhibitors' Distributing Corporation, Ltd., or Mr. Charles L. Stephenson as I believe he prefers to be known is expected in St. John to-day.

Mollie McConnell is nearing the close of her present feature with the Harry Carey Company at Universal City, and expects to be through with her work in the picture in about a week. She will not even have a single day's rest when she is through, because she has been engaged by another company, and will start with them the day after she finishes.

# WESTERN CANADA FILM NEWS

From JOHN J. CONKLIN  
Dramatic Editor  
The Winnipeg Free Press

Winnipeg.—H. F. Nathanson, manager of the Winnipeg branch of the Regal Films Limited, has been called to Toronto on some very important business in connection with his company's new policy in the West. Mr. Nathanson's stay in Toronto will be indefinite and Mr. Harry Price, of the Toronto office, will take charge during his absence. "Hank," as he is better known among western film men and exhibitors is a very popular exchange man, and here's hoping that he will be back amongst us soon.

Mr. W. P. Wilson, manager of the Lyceum, has booked two big special features, "Masks and Faces," with Forbes-Robertson and "Inside the Lines," a story of the Prussian spy system. Regal Films Limited are distributing these productions in Canada.

The name of the production which will re-open the remodelled Province theatre, has been announced. It will be Mme Nazimova in "Revelation." Manager Jernberg states that the theatre will be open to the public on September 16.

Regal Films Limited, report heavy booking on "To Hell With the Kaiser."

"You can announce definitely that a theatre will be built in Winnipeg shortly to seat 22,000 people, and it is not the much talked of Allen theatre, but another. It will be centrally located, and Regal Films will be behind the enterprise." This was the statement made by an authority one day last week.

L. E. Ouimette, manager of the Canadian exchanges, Montreal, was a visitor in Winnipeg this week.

Thos. Watson has been appointed new Winnipeg manager of Pathe's. He comes from Calgary and takes the place of Ralph Miller, who is managing Starland with conspicuous enterprise.

The Alberta Moving Picture Censor Board is being enlarged. Howard Douglas is now chief censor and Mr. Buchanan is his assistant. Two women, Mrs. J. J. Burdeck, and Mrs. W. J. Stark are being added to the personnel. The new board will examine twice as many films as have been screened in the past. The judgment of other Provinces will not be taken as in the past. A special censorship of films suitable for children will be put into effect.

A difficulty has arisen between the Dominion Government and the Province of Alberta over the collection of license fees for moving picture theatres in the Rocky Mountain Park, Alberta, the principal centre of which is Banff. Under existing conditions the theatres of the National Reserve are liable to both federal and Provincial license fees. The authorities at Ottawa have suggested that the Provincial Government of Alberta collect one fee from the theatres and remit a portion of the revenue to Ottawa.

## WERE GOVERNMENT GUESTS.

When a certain large Japanese battleship visited Victoria, B.C., the crew of 1,200 became the guests of the British Columbia Government at a picture show in the Royal Victoria theatre. The performance was repeated twice in order to accommodate the relays of sailors. It is interesting to note that the manager of the theatre selected several cartoon comedies as being the best pictures to entertain the Oriental mind. The sailors were also presented with souvenir booklets by the City of Victoria.

## YES—A GREAT DIFFERENCE.

An indication of the high level which moving picture theatre managers attain with respect to music in their theatres was the programme arranged for the presentation of "Toys of Fate," starring Nazimova, in the Dominion theatre, out in Victoria. The orchestral

programme included Tchaikowky's "One Who Has Yearned Alone," Massenet's "Elegie," Hueter's "Told at Twilight," and the overture from Schubert's "Rosmunde." What a difference between now and the time when the key-pounder played at the picture let alone with it.

## Exhibitors---Book This Serial Now!

The Government film "Canada's Work for Wounded Soldiers," has aroused considerable interest among the exhibitor body of Ontario. It is altogether likely that this splendid serial will be shown throughout Ontario. The appeal by the government to the exhibitors of Canada to book, absolutely free of charge, this great picture, has met with ready response. If you, as an Ontario exhibitor, have not as yet made your necessary arrangements, by all means get in touch with the Motion Picture Distribution Committee, and have them fix a date for you. The picture is a five-reel serial, one reel to be shown each week for a period of five weeks. A wonderful opportunity awaits the exhibitor to "put across" this serial with his patrons. The Motion Picture Distribution Committee has on hand an elaborate quantity of beautiful one-sheets, in five different styles, two sets of photos, and five different slides. Every exhibitor who books this picture will have the aid of the publicity department of the Soldiers' Re-Establishment Department in Ottawa. Arrangements have been made for the distribution of the picture as follows: Western Canada will be looked after by Famous Players, as well as Ontario west of Toronto. Universal will look after eastern and northern Ontario, as well as Quebec and the Maritime Provinces. By all means, get this serial and play it. You will not only be doing a good turn for your government, but you will be giving your patrons a picture that will greatly interest them.

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay you to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.  
71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00  
6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

Original from



# STORIES OF THE PLAYS AND PLAYERS

## FARNUM FILM IS COMPLETED.

William Farnum has gone fishin' again. Which is another way of saying that he has finished a picture. His latest production is "The Rainbow Trail" which is a picturization of Zane Grey's well known story of the same name. Many of the scenes of "The Rainbow Trail" were taken in the Grand Canyon of Arizona. Other parts of the production show the famous "painted desert," the Navajo Indians' reservation and other sections of the Great Southwest.

## CLARA KIMBALL YOUNG'S PLANS CHANGED.

Will Follow "The Savage Woman" With "The Road Through the Dark."

Production plans for Clara Kimball Young's forthcoming Select Pictures have been slightly changed in regard to the order in which pictures of Miss Young's new Select Star Series will be produced.

"Cheating Cheaters," a photoplay version of the noted stage success which was announced as the production to follow "The Savage Woman," Miss Young's current picture, will not be the next attraction in which this star will be seen. Miss Young will make first "The Road Through the Dark," a picture based on the short story of the same name which appeared in the Metropolitan Magazine for March, this year. The author of this story is Maude Radford Warren whose name has figured conspicuously in The Saturday Evening Post, Collier's, Cosmopolitan, Metropolitan, and other national magazines, and whose work is characterized by a virility and strength which often has been commented upon as being more the quality of a man's work than that of a woman novelist.

## TOUGH "EXTRA" PROVES TO BE FOLLOWER OF OLD BILL BRYAN.

The motion picture director has his troubles. In filming "Marriages are Made," Peggy Hyland's latest picture, director Carl Harbaugh ran across an unexpected snag when he wanted a tough longshoreman whom he had rounded up on New York's West Side to blow the froth off some beer in a deputy sheriff's face.

"Aw, I don't want any beer," said the longshoreman.

"Ah, a little ale, then," said Harbaugh, humoring the man.

"Nuttin' doin'!"

"Well, bartender, give him some whiskey!"

"Naw!"

"Well, what do you want?"

"A little ginger ale. I never drank a drop in my life!"

Most opportunities are not lost, but merely postponed. Yet even opportunities get tired of being told "Wait."

## MIX COMPANY GOES TO ARIZONA.

To film "The Two-Gun Man," the novel written by Charles Alden Seltzer, Tom Mix and a company under the direction of Lynn Reynolds, have gone to Prescott, Ariz. The entire production will be done at Prescott.

One woman is in the cast supporting Mix. She is Jane Novak. Others in the cast besides Mix are Val Paul, Charles LeMoine and Jack Curtis. The scenario was written by Lynn Reynolds.



NAZIMOVA in "TOYS OF FATE"

Harold Lockwood, the popular star who will be seen in special production, "A King in Kharki," released by Metro, plays the first pirate role in his screen career in this picture.

## BABY MARIE OSBORNE RECEIVES MAIL FROM ENGLAND.

In a recent batch of mail from her admirers, Baby Marie Osborne received five letters from little girls in England, which carried the news to her of many sad phases of the world war. Two of the little girls write that their only brother is a prisoner in a German camp; still another says that they have had no news from "Tom" since 1916, and the last has lost her brother, father and mother since the beginning of the war.

They all wanted photographs of little Baby Marie and needless to say they went out on the very next train, for Marie is very much All-American and takes as much interest in the war events as her elders. Every morning before reporting at the studio, Mrs. Byam, her governess reads the war headlines and points out to her the gains of the Allies from the maps printed in the papers.

## OAKDALES IN FAVOR.

Winning Personality of Gloria Joy, Child Star, Proves Hit of Feature Series.

Reports from the field are said to indicate that in Gloria Joy, the child star of the Oakdale Productions, General Film Company has found one of the brightest attractions of recent years. Exhibitors are reporting exceptionally good business for all of her pictures shown to date. Bookings for the entire series of six Oakdale Productions have been unusually heavy, General Film says.

The appealing and unaffected manner of the seven-year old Miss, forms her chief drawing power. Another estimated asset from the standpoint of the public and the showman is declared to be the type of stories selected for the young star. The absence of exaggerated and overdrawn juvenile types and all objectionable adult complications has been calculated with the best taste.

The current release of the series is "The Midnight Burglar" in which the burglar is a thoroughly sympathetic individual.

## "PALS FIRST" TO BE RELEASED BY METRO AS SCREEN CLASSIC.

In fulfillment of its recently announced decision to promote Harold Lockwood in the special attractions class, Metro announces that it will release the newest Lockwood feature, "Pals First" under the banner of Screen Classics, Inc. The picture has been in course of production under the direction of Edwin Carewe since the Lockwood company's arrival from the Coast early last month, and as only a few scenes remain to be made the film soon will be ready for release.

The vehicle is an adaption of the stage success "Pals First" prepared by Lee Wilson Dodd from Francis Perry Elliott's novel of the same name published by Messrs. Harper Brothers.

Jewel Carmen believes in extremes. In "The Fallen Angel" she wore some of the most gorgeous gowns ever seen on the screen, but in her next production, "Lawless Love," she wears only one dress, and that is considerably torn.

Olive Tell, who plays the leading feminine role in "To Hell With the Kaiser," a Screen Classics, Inc., production released by Metro, wears a white doeskin dress with a dark cape thrown over it when she escapes from a German camp.

The Baby Marie Osborne company under the direction of William Bertram are working in Santa Barbara in the grounds of the beautiful Gillespie Mansion, taking exterior scenes for the latest picture, "The Old Maid's Baby."



# ADVANCE NOTICES FROM THE EXCHANGES

## CLASSY STAR TEAM FOR O. HENRY

**With Agnes Ayres and Edward Earle in Leading Roles Recent Productions Make Brilliant Record.**

With the cumulative strength of more than a year's productions preceding them, the success of recent O. Henry releases on the Broadway Star Features program is thoroughly natural, reads a statement from General Film Company, which has been able to point to the prominence given these short-length classics in such "big picture" strongholds as the Rivoli, New York. However, an excellence in production of even increasing quality is claimed for the O. Henry pictures as a contrast to the mistake sometimes made of slackening in production after a type of picture has made its hit.

The current series of O. Henry pictures has presented some especially high grade stars in the leading roles. Agnes Ayres and Edward Earle, favorites with the public as feature stars, take the hero and heroine parts, and have blended so perfectly with the O. Henry atmosphere as to win credit equal to their best multiple-reel work. Miss Ayres has been in a considerable number of O. Henry productions during the last year, while Mr. Earle began to take part in them a little more recently, each being cast whenever the style of the story warranted. Of late there has been a block of stories distinctly suited to their abilities, and they have been featured in them only second to the great American short story writer's fame itself. These productions are being directed by Kenneth Webb, who is proving himself one of the most brilliant in the exclusive circle of O. Henry directors.

The latest O. Henry release is "Transients in Arcadia" with a New York setting.

## ORIGINAL STORY CHOSEN AS NEXT VEHICLE FOR HAROLD LOCKWOOD.

Managing Director Edwin Carewe, of the Yorke-Metro company, announces that he has secured a Metro starring vehicle for Harold Lockwood, an original photoplay story, as yet unnamed, by Finis Fox.

The new vehicle is a romantic drama with a big patriotic theme and will be put into process of production just as soon as Mr. Lockwood finishes the filming of an appeal in behalf of the Fourth Liberty Loan, which has been engaging his attention since the completion of "Pals First," announced as an early forthcoming release by Metro under the banner of Screen Classics, Inc. "Pals First" is a film version of the stage success of the same name prepared by Lee Wilson Dodd from the novel written by Francis Perry Elliott and published by Harper and Brothers.

Henry Otto, who joined the Yorke-Metro company last week to alternate with Edwin Carewe in the production

of future Lockwood pictures, will put on the Finis Fox story. He is remembered as the director of "The River of Romance" and "Mister 44," two unusually successful Metro releases starring Mr. Lockwood.

## KEENAN IN NEW ROLE.

"More Trouble," the Pathe comedy drama, has been pronounced by exhibitors as perhaps the greatest of the Frank Keenan features released this year, but Pathe Exchange, Inc.,



announces that there has been completed a still greater Frank Keenan feature, which has been entitled "The Midnight Stage." This soul stirring drama of California in the halcyon days of the sixties, will be announced for release at a later date. It will be remembered that Frank Keenan won artistic fame in the role of the sheriff in David Belasco's western drama, "The Girl From the Golden West."

"In the Midnight Stage" he enacts a dual role; that of a gambler and then of a road agent. It is said that his character delineations of these two screen personalities are simply marvelous. Jack Cunningham wrote this drama, which was directed by Ernest C. Warde.

## ANOTHER FROM NORMA TALMADGE.

Faced with the necessity of keeping up the pace which she has set with "Ghosts of Yesterday," "De Luxe Annie," and her other recent great successes, Norma Talmadge again comes before the picture lovers of the country during August in "Her Only Way."

This story is from the pen of that successful dramatist, George Scarborough, author of "The Lure," and other widely known successes. The scenario is by Mary Murillo. It is a story of small town love and intrigue—with a surprise at the end. Because this element of surprise is one of the factors which contributes to the success of the story, it is inadvisable to detail the plot in advance of the picture's presentation. For this reason it only need be mentioned here that Norma Talmadge in the part of an attractive girl, Lucile Westbrook, is sought by two men, Joseph Marshall, played by Eugene O'Brien, and Paul Belmont, played by Ramsey Wallace. Lucile has traveled very near to the edge of the precipice, when her course is steered to the path of safety and happiness. Jobyna Howland plays the role of the siren whose plotting almost proves her undoing.

## WILLIAM FOX TO SPEND EVEN MORE MONEY ON MOTION PICTURES IN COMING SEASON

Believing that the season of 1918-19 will be the most prosperous in the history of the motion picture industry, William Fox, the motion picture producer, has announced that during the coming year he will back his optimism by an increased expenditure on his pictures.

Mr. Fox's plans call for the issuing of a number of big, timely pictures, twenty-six Standard Pictures, twenty-six Victory Pictures, Twenty-six Excel Pictures, the Fox-Lehrman Sunshine comedies, and the Mutt and Jeff Animated Cartoons.

## MUTUAL PREPARES PRESS BOOK ON "HIS BIRTHRIGHT."

Mutual is issuing a complete and comprehensive press book on "His Birthright," first of the series of Hawthorth Pictures Corporation's Hayakawa specials. It will conform to the Mutual policy of extending every possible aid to the exhibitor in the exploitation of Mutual productions—a part of Mutual's "Service Beyond the Films."

The press book will contain every essential to the exhibitor in advertising and presenting the picture, from musical theme, especially prepared, to sample newspaper advertisements.

The theme for "His Birthright," "Nipponese," has been written by Jos. O'Sullivan, director of music service for the Mutual, who formerly directed the Chicago English Opera Company, and whose experience in preparing musical settings for Mutual productions has won him wide recognition. Mr. O'Sullivan made a thorough study of Hayakawa's pictures and exhaustively studied "His Birthright." With the musical theme there is a musical setting. In addition to the piano theme Mr. O'Sullivan has written an orchestration for the larger houses which will present "His Birthright."

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**POSITION WANTED**—A young lady who is a capable pianist, and who understands "playing the pictures," would like a position in a Toronto Moving Picture House. Address replies to Miss Richardson, care The Digest. 3t

**WANTED**—Position as pianist in moving picture theatre in Toronto, or any other city where permanent position is offered; competent and experienced in playing for both vaudeville and pictures. Address Helen Marks, 71 Grosvenor St., Toronto.

**MOVING PICTURE OPERATOR** open for engagement. Several years' experience in operating and managing theatres. Box 814, Orillia, Ont.

**EXPERIENCED VIOLINIST** Orchestra leader with accompanist, open for engagement anywhere in Canada. Large repertoire for pictures. Address M. Verney, 229 Wellington St., Sherbrooke, Que.

**FOR SALE**—Picture Theatre in Toronto residential section; real family house, about 550 seats; must sell on account of ill-health; \$2,000 gets immediate possession and five-year lease; will give terms to suitable party. Address replies to D. R. J., care of The Digest, Toronto.

**WANTED**—Cellist open for position in moving picture orchestra; have had the necessary experience to make good; Write A. Cornell, 82 Bolton Ave., Toronto, Ontario.

**WANTED**—Pianist for good western Ontario theatre. In replying state salary and all other particulars. This will be a good permanent position for the right party. Apply Box G. W. care The Digest.

**WANTED**—Hand Film Rewinder; must be in good condition; state price; Mr. R. P. Kiefer, Alliance, Alta. 5t

**FOR SALE**—Motion Picture Theatre in Vancouver, B.C.; building and all equipment; 300 opera chairs; long lease on lot; will sell at a sacrifice; write for full particulars; Mrs. Mary J. Dean, 33 Twenty-sixth Avenue E., South Vancouver. 5t

**FOR SALE—CHEAP**—One Fort Wayne Compensant, 60 cycle, 115 volts; in good condition; or will trade for two 14-inch Magazines, for No. 6 Powers' Machine. Address Majestic theatre, Biggar, Sask. 12

The Classified Advertisements in The Digest keep growing in number every issue. There's a reason. They bring results.

## Ottawa News Notes

### HIGHER ADMISSION PRICES.

There seems to be a trend toward higher admission prices in Ottawa at the present writing. The Casino, a "tab" house, and the Family, a picture house with vaudeville, both raised their prices a five-cent notch.

### NATIONAL IS CLOSED.

The National theatre, a second run lower town house of about 800 seating capacity, was recently closed, and will be opened again in September under new management.

The Flower theatre, "where quality reigns supreme," under the skilful management of Herb Jennings, continues to do a consistent business. Herb's hustling methods seem to work out successfully every time.

### FILM OFFERINGS IN OTTAWA LAST WEEK.

#### FLOWER.

"Cassidy," with Dick Rosson.  
"Back of the Man," with Dorothy Dalton and Charles Ray.

#### IMPERIAL.

"Mile-a-Minute-Kendall," with Jack Pickford.  
"The Rose of Blood," with Theda Bara.

#### CENTRE.

"A Pair of Cupids," with Bushman and Bayne.  
"The Winning of Grandma," with Baby Osborne.

#### REGENT.

"The Danger Mark," with Elsie Ferguson.  
"Shark Monroe," with William S. Hart.

#### DOMINION

Vaudeville and selected photoplays.

#### FRANCAIS.

"The Demon," with Edith Storey.  
"The Mad Lover," with Robert Warwick.  
"A Game With Fate," with Harry Morey.

#### FAMILY

"Peg of the Pirates," with Peggy Hyland.  
"Ann's Finish," with Marguerita Fisher.

### MAKE YOUR OWN COMMENTS.

The following appeared as an editorial in a recent issue of the Toronto Daily Star. We are passing it on to the film trade without commenting on it. Make your own comments.

#### "Wild and Violent Movies.

"In these days when the moving picture business has become a great one, it should be possible for any community that so desires to free itself from cheap, tawdry, and objectionable shows.

"The Thamesville Herald makes a vigorous protest against an objectionable kind of movie shows, and calls upon the Provincial censor to suppress them. It objects particularly to a class

of so called 'serials' such as 'The Poisoned Claw' and 'The House of Hate.' In these crime and murder are said to crowd numerously on each other's heels. As described by the Herald these shows seem pretty wild stuff with which to entertain peaceable people. The Herald concludes a strong protest by saying:

"The moving picture theatre can be a very useful recreative and educative influence, and it can also be a potent force for all that is evil and rotten. We repeat, the Canadian film censor must either wake up or be kicked off the job."

"The censor of movies has a heavy responsibility placed upon him, and should, doubtless, be stricter than he is. But we would offer the suggestion that in addition to all that the censor does, each community requires to have some means of its own for regulating, or for improving the moving picture entertainments locally provided. There are bargains in films as in everything else, and if a local manager forms a connection with a cheap circuit he will get what he pays for and nothing better. Toronto has a censor of the drama, and at present about seventy plays are barred from being staged in this city. There is need for some protection of the same sort against objectionable movies in the small towns. A movie house should require a municipal license, and it should be granted subject to cancellation unless the films are satisfactory.

"The moving picture show can become a great centre of interest in all the smaller communities, but with so wide a range of films to choose from it is no longer necessary to put on wild-sensational shows in order to draw crowds. The censors ought to shut down on the fierce dime novel stuff, and the local municipality ought to see that the movie show is on a good circuit, and is encouraged in putting on the best of entertainments. It would be better for the leading citizens of a small town to raise money and subsidize a good service than tolerate objectionable entertainments or leave the community unserved by this great means of amusement and enlightenment."

### CURIOSITY ABOUT CHARLIE FANG

**Chinese Comedian Interests Audiences  
By Choosing to Play in Occidental Atmosphere.**

As a novelty the series of one-reel comedies featuring the Chinese screen comedian, Charlie Fang, is going well at the General Film exchanges. Public interest is also stimulated by the announcement of a Chinese player undertaking comedy roles, the usual motion picture part given to one of his race being that of a highbinder or a heavy role of similar angle. Audiences are therefore perceptibly startled, say reports from General Film branch managers, to find that Fang not only plays actual comedy, but that it is straight comedy with a sympathetic note in it, and that the atmosphere throughout is occidental and not oriental. Fang has been seen on the screen before in the supporting cast to various stars in features. His work in comedy is aided by a wide range of facial expressions. In "Fang's Fate and Fortune" and in "Parson Pep" his support consists of a group of white players who are well-known to the public.



## The Standard Direct Current Carbon

**Combines Satisfactorily The Features of Steady  
Arc and Maximum Brilliancy**

**T**HE exhibitor who is progressive enough to realize the great importance of good projection, who aims to show on his screen a picture free from all defects, uses the Columbia-Silvertip Combination. The high brilliancy of the light given by Silvertips permits of maximum definition and shows the picture on the screen with such reality and clearness as to meet the full approval of the audience.

**T**HE direct current arc of the Columbia-Silvertip combination gives a pure white light and flickerless illumination. The Silvertip is of small diameter and is heavily plated in order to enable it to carry the high currents which are necessary to obtain an intense white light. Its small diameter insures an absolutely steady light.

**NOTE—SILVERTIPS ARE FOR DIRECT CURRENT ONLY**

**For Alternating  
Current**

White A. C. Special Carbons give a pure white light of high intensity. No change of equipment necessary. Simply remove the old carbons and insert White A. C. Specials.

*WRITE TODAY FOR OUR CIRCULARS*

**CANADIAN NATIONAL CARBON CO., Limited**

**Toronto - - - Ontario**



## Releases in Toronto and Montreal for Week Ending Sept. 7th

### TORONTO RELEASES.

#### FAMOUS PLAYERS.

- "A Nine O'clock Town," Charles Ray; five reels.
- "Bound in Morocco," Douglas Fairbanks; five reels.
- "She Loved Him Plenty," Sennett comedy; two reels.

#### FOX.

- "Peg of the Pirates," Peggy Hyland; five reels.
- "True Blue," William Farnum; five reels.
- "Joining the Tanks," Mutt and Jeff comedy; one reel.

#### GENERAL FILM.

- Crystal Comedy; Ruban romance; one reel.
- Crystal Comedy; "What She Did to Her Husband"; 1 reel.
- Montgomery Slide Series; "The Lonesome Girl."
- George Ade Fables of the Doylsome Ascent; two reels.
- Essanay Comedy; Snake Drill Fire Brigade Comedy.
- Edison Scenic; The Climbing Mount Washington.
- Essanay Scenic; Lake Marie.

#### MUTUAL.

- "Impossible Susan," Marguerite Fisher; five reels.
- "Her Disengagement," Strand; Billy Rhodes comedy; one reel.
- Screen Telegram. No. 50; one reel.

#### REGAL.

- "Until They Get Me," Triangle; five reels.
- "The Way Out," World; June Elvidge and Carlyle Blackwell; five reels.
- "A Man's World," Metro; Emily Stevens; five reels.

#### SPECIALTY FILM IMPORT.

- "Winning Grandma," Baby Marie Osborne; five reels.
- Pathe British Gazette, one reel.
- Pathe News; two-a-week; one reel.
- British War Office Official News Weekly; one reel.
- Allied War Review; one reel.
- "Bride and Gloom," Lloyd comedy; one reel.
- "Hands Up," serial; episode No. 1; two reels.
- "The House of Hate," serial; two reels.

#### UNIVERSAL.

- "Sporting Blood," Nestor comedy; one reel.
- "A Whirlwind Wedding," L-KO comedy; two reels.
- Animated Weekly, No. 40; one reel.
- Screen Magazine, No. 87; one reel.
- Current Events, No. 69; one reel.
- "Claim of the West," Cleo Madison; western drama; two reels.
- "The Brass Bullet," serial; two reels.
- "Devil Bateese," Bluebird; Monroe Salisbury; five reels.
- "The Extra Bridegroom," Lyons and Moran star comedy; two reels.

#### VITAGRAPH.

- "A Fight for Millions," serial; episode No. 8; two reels.
- "The Green God," Harry Morey; five reels.
- "Mr. Blink of Bohemia," Drew comedy; one reel.
- "Mutts and Motors," Big V comedy; one reel.

### MONTREAL RELEASES.

#### FAMOUS PLAYERS.

- "Less Than Kin," Wallace Reid; five reels.
- "Bound in Morocco," Douglas Fairbanks; five reels.
- "The Marriage Ring," Enid Bennett; five reels.

#### FOX FILMS.

- "Doing Their Bit," Jane and Katherine Lee; five reels.
- "Who's Your Father," Sunshine comedy; two reels.
- Mutt and Jeff Cartoon.

#### GENERAL FILM.

- "A Bird of Bagdad," O. Henry story; two reels.
- "Matrimonial Moans," one-reel comedy.
- "Conquered Hearts," Marguerite Marsh; seven reels; (Superfeatures.)

#### INDEPENDENT SUPPLY.

- "Miss Deception," Jean Sothorn; five reels.

#### MUTUAL.

- "A Hoosier Romance," prereleased; five reels.
- "What Will Father Say," Strand comedy.
- Screen Telegram.

#### SPECIALTY FILM IMPORT.

- "Hands Up," Ruth Roland and George Cheseboro; "The Missing Prince"; two reels.
- "Bride and Gloom," Harold Lloyd comedy; one reel.
- "Nipped in the Bud," Toto comedy; one reel.
- History of the War, No. 22; one reel.
- British Official War Office News, one reel.
- Pathe British Gazette, one reel.
- Pathe News, two-a-week; one reel.
- Official Allied Review, one reel.

#### UNIVERSAL.

- "Bread," Mary MacLaren; six reels.
- "Fires of Youth," Ruth Clifford; five reels.

#### VITAGRAPH.

- "Love Watches," Pauline Griffiths; five reels.
- "Flappers and Friskies," Big V comedy.
- "Fight for Millions," episode 'In the Clutches'.
- "Cub and Daisy Chain," Mr. and Mrs. Sydney Drew comedy.

## Our Want Ads Bring Results!

Elinor Fair, the Triangle ingenue, has a failing; she wants to work all the time and the lives of the managers and directors are made miserable when Elinor is not cast in a picture. "I want to work and I want to work now," says Elinor.

Claire Du Brey is having a wonderful time during her short vacation away from the studio. She has been all around the northern part of California making flying trips to all the cities where she has old friends whom she has not seen for quite some time, and has

been on the jump from early morning until late at night. Claire says that she never knew she had so many friends until she began looking them up during her present trip.

Clarence G. Badger has commenced work on his latest Goldwyn feature, "A Perfect Lady," in which Madge Kennedy will be presented as a star. The story is adapted from the well known stage success of this name, and Badger is very enthusiastic over the motion picture possibilities of this story. He has

a new assistant, a very distinguished person, who is none other than Carlyle Moore, author of "Stop Thief!" and several other stage successes. Moore is learning the fine points of the game, and Badger is just the man for him to be with.

Anna Q. Nilsson's wonderful blue-gray eyes are a decided feature in the forthcoming Metro production, "In Judgment Of," in which she is featured with Franklyn Farnum. Many "Close-ups" of Miss Nilsson's beautiful orbs were taken.

Original from

NEW YORK PUBLIC LIBRARY

**GAUMONT'S AMAZING SERIAL**  
**in 10 TWO-REEL** **EPISODES**

**Startling  
Thrilling  
Sensational**



# *The* **HAND of VENGEANCE**

*Distributed  
by*

**REGAL FILMS LIMITED**

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



# A SAMSON!



*The mightiest figure on the screen!*

*William Fox presents*

## WILLIAM FARNUM

*in the William Farnum de luxe productions*

## ROUGH and READY

*Directed by Richard Stanton*

WITHOUT AN EQUAL FOR  
GRIPPING ACTION

*A rugged, smashing picture of a  
Herculean struggle against tremendous odds!*

*and*

## TRUE BLUE

*Directed by Frank Lloyd*

### ANOTHER LES MISERABLES

*A story of red-blooded, whole-souled, virile, vigorous,  
fighting Americanism!*



STANDARD  
PICTURES

FOX





THIS LETTER SPEAKS FOR ITSELF!

Groves-Walker Company  
LIMITED

EMPIRE THEATRE  
G. A. STUART, RESIDENT MANAGER

SASKATOON, Aug., 30th-18

Messrs. Canadian Moving Picture Digest.  
Toronto, Ont.  
Gentlemen:-

There will be no need of continuing my advertisement: "Theatre chairs for sale," any longer, as thanks to your live paper, I sold them all after the first insertion.

This shows that your newsy and up-to-date paper is read and I take this opportunity of telling you that I shall boost it to the skies to everyone interested in the trade.

It's a pity that more periodicals along this line are not published in Canada.

Yours very truly,

(Signed) G. A. STUART.

TORONTO  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

MONTREAL  
Room 2, Imperial  
Theatre Bldg.

# UNIVERSAL SPECIAL ATTRACTIONS

In offering you UNIVERSAL SPECIAL ATTRACTIONS the best equipped concern in moving pictures submits a group of selected plays which represent the utmost that talent and money can create to-day. And it offers you these selec-

ted plays at a price for each one which is determined by its own individual merit. Arrange with your nearest Universal Exchange to see these selected pictures at your first opportunity. Better do it to-day.

**HARRY CAREY** in "Hell Bent"  
"Three Mounted Men"  
"A Woman's Fool"

**MAE MURRAY** in  
"The Bride's Awakening"  
"Her Body in Bond"

**DOROTHY PHILLIPS** in  
"The Mortgaged Wife"

**HERBERT RAWLINSON** in  
"Smashing Through"

**MARY MACLAREN** in  
"The Model's Confession"  
"Bread"

**PRISCILLA DEAN** in  
"The Two-Soul Woman"  
"Joan of the Apaches"

See any one and you'll book them all

ANY BRANCH OF

**CANADIAN UNIVERSAL FILM CO., Limited**

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# Program Post Cards For Exhibitors

**Something New!**

**Something Different!**

**Something Unique!**

We are now ready to offer to the Canadian exhibitors a series of beautiful cards imprinted with a magnificent half-tone picture of the leading stars of all film companies.

The reverse side of the card is blank, and you can print your house program on this side of the card. They make a souvenir worth keeping and your patrons will carry them home and preserve them.

The card is larger than the ordinary postal card. It measures  $4\frac{1}{4} \times 6\frac{3}{4}$  inches. This leaves plenty of space on the card for your weekly program.

You will find a sample enclosed with your copy of The Digest. If you don't get your sample, drop us a postal and we will send you one.

**LISTEN!—** We will also print your weekly program on the reverse side of this post card at the extra price of \$1.50 for the first thousand, and \$1.00 for every additional thousand, and guarantee delivery within 48 hours from receipt of order.

## THE PRICES ARE RIGHT

1000 to 5000 **\$3.50** Per Thousand

Larger Quantities **\$3.00** “ “

## POST CARDS IN STOCK OF THE FOLLOWING STARS:

### REGAL STARS

Evelyn Greeley.  
Mary Garden.  
Mabel Normand.  
Maxine Elliott.  
Bessie Barriscale.  
Carlyle Blackwell.  
Rita Jolivet.  
Ethel Clayton.  
Alice Brady.  
Madge Evans.  
Barbara Castleton.  
Madge Kennedy.  
Mae Marsh.  
J. Warren Kerrigan.  
Henry B. Walthall.  
Louise Glaum.  
Montagu Love.  
Kitty Gordon

June Elvidge.  
John Bowers.

### PATHE STARS.

Baby Marie Osborne.  
Mrs. Vernon Castle.  
Harold Lloyd.  
Bryant Washburn.  
Bessie Love.  
Gladys Hulette.  
Frank Mayo.  
Creighton Hale.  
Pearl White.  
Antonio Moreno.  
Fannie Ward.  
Florence Reed.  
Frank Keenan.  
Ruth Roland.  
Leon Bary.

### UNIVERSAL STARS.

Pauline Frederick.  
Clara Kimball Young.  
Marguerite Clark.  
Dorothy Dalton.  
Douglas Fairbanks.  
Dorothy Phillips.  
Mae Murray.  
Ruth Clifford.  
Mary MacLaren.  
Monroe Salisbury.  
Harry Carey.  
Priscilla Dean.  
Carmel Myers.

### FAMOUS PLAYERS' STARS.

Norma Talmadge.  
Alice Brady.  
Billie Burke.  
William S. Hart.  
Mary Pickford.  
Elsie Ferguson.  
Constance Talmadge.

### FOX STARS.

Theda Bara.  
Jane and Katherine Lee.  
George Walsh.  
Virginia Pearson.  
Tom Mix.  
Miriam Cooper.  
Jewel Carmen.  
William Farnum.  
Gladys Brockwell.  
Peggy Hyland.  
June Caprice.  
Charlie Chaplin.  
Dustin Farnum.

## DOMINION EMBOSSING & PRINTING CO.

326-328 Spadina Ave.

Phone College 1633

TORONTO, CANADA



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 11

SATURDAY, AUGUST 14th 1918

Published Weekly on Saturday  
by the  
**Canadian Moving  
Picture Digest**  
Publishing Company  
Head Office:  
**326-328 Spadina Ave.  
TORONTO**

**RAYMOND S. PECK**  
Editor  
**HARRY J. MANHEIM**  
Business and Advertising  
Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Bldg.  
Bleury Street  
**C. W. LANE, Representative**  
**NEW YORK OFFICE**  
Room 804, 17 West 44th. Street  
**ERNEST SHIPMAN, Representative**  
**LOS ANGELES OFFICE**  
430 South Broadway  
**MISS RUTH BUCHANAN**  
Western Representative

**CORRESPONDENTS**  
**OTTAWA, ONT.**  
Will McLaughlin  
Ottawa Evening Journal  
**ST. JOHN, N.B.**  
Alice Fairweather, St John Standard  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
**WINNIPEG, MAN.**  
John J. Conklin, Dramatic Editor  
The Free Press  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## Higher Admission Prices

**T**HERE is a growing tendency in Canada toward higher admission prices. This movement has been more pronounced in the Canadian west, where higher admission prices prevailed, as a general rule, than in the east. However, the movement is gradually working eastward. According to the Montreal representative of The Digest, the chief topic of news interest from that city this week is the announcement made to the public that six of the houses in that city are to increase their admission prices.

To a great extent the exhibitors of Canada are justified in raising their admission prices. The cost of operating a moving picture theatre has aviated to great heights. As a result many exhibitors are face to face with an extremely serious business problem.

Many exhibitors who have raised their prices, have noted a decrease in attendance. This, however, righted itself in a few weeks, and the former patrons came back and paid the higher prices.

Admission prices, as a rule, are said to be low in Ontario and Eastern Canada, when it is considered what it costs to run a show-shop in these days. It is the opinion of The Digest that the movement for higher admission prices will spread slowly but surely.

## Send Us Your Registration Coupon

**T**HE registration coupons continue to come into the offices of The Digest, and the editor now has in his possession a great big bulky envelope which contains a large number of the coupons properly filled out.

However, there are still many who have neglected to fill out and mail their coupon. If you are one of these exhibitors, take a few minutes to help along this good cause, and use the blank coupon that you will find in this issue of The Digest.



Original from  
NEW YORK PUBLIC LIBRARY

## An Effort to Define Meaning of Matinee

**London Court Asked to Decide  
— No General Agreement  
in Evidence.**

THE London Times says: The court a few days ago dismissed an action which arose out of a music hall contract dated November 20, 1915, providing that the plaintiff (known on the stage as Billy Merson) was to appear at "twice-nightly" houses and two matinees a week, but was not bound to appear more often than that, except at any matinee which the defendants might desire in addition. The plaintiff was to appear, among other music halls at the Palladium, where there was an afternoon performance in addition to the two evening performances every day. The plaintiff asked for an injunction to restrain the defendants from advertising any future appearance by him at three performances on every day of the week. He contended that when there were afternoon performances daily for an indefinite period, they were not matinees within the meaning of the contract.

The plaintiff in giving evidence, said that when he signed the contract there were only two or three afternoon performances at the Palladium, and he had no idea that there was to be a change. He had given the three performances daily whenever he appeared at the Palladium during the past three years, because he did not wish to make trouble with the management. Lately, however, he had felt the strain severely, and he had come to the conclusion that he could not continue. His view was that if there were five afternoon performances given daily for a week, or even for several weeks, they might be matinees, but if they were given habitually they ceased to be matinees.

One witness, in giving evidence in support of the plaintiff's case, said that if there were five afternoon performances a week they were matinees, but if there were six they ceased to be matinees. An habitual afternoon performance was not considered in the music hall world to be a matinee. Another said that if the afternoon performances exceeded three they ceased to be matinees. Still another called for the defence said that a matinee meant an afternoon performance.

Counsel for the defence said that the Oxford dictionary defined a matinee as "a musical or theatrical afternoon performance," said that the plaintiff had accepted the conditions at the Palladium for two years.

In giving evidence the judge said that three witnesses had given evidence for the plaintiff, but on looking at their evidence he found that none of them agreed about the meaning of the word in music hall circles. It was, therefore, impossible to say that there was any general meaning given to the word in music hall circles, and he was thrown back on the contract. He found that the plaintiff had contracted to perform at any matinees that the defendants might desire. It appeared, therefore, that on the true construction of the contract a matinee meant any performance given in the afternoon.

## "EYE FOR EYE" A WONDERFUL FILM.

The Regal Films, Limited, announce in this week's issue of The Digest that they are ready to release "Eye for Eye," in which is starred Mme Nazimova, who to-day is one of the greatest box office attractions in America.

There is absolutely no need to dwell on the screen ability and box office value of Mme. Nazimova. She is probably the screen's greatest emotional actress. In her latest offering, which is produced by Screen Classics, she has been given a vehicle that displays her wonderful ability as a true emotional actress.

"Eye for Eye" is a super-production in every sense of the word. It was taken from the great three-act play, "L'Occident" by the Belgian dramatist, Henry Kistmaeckers. It has not only a variety of gorgeous and brilliant settings, but a great fundamental idea as well. Mme. Nazimova's previous Screen Classics, Inc., features "Revelations" and "Toys of Fate" have been triumphs, but "Eye for Eye" is expected to be even a greater triumph, and exhibitors who are looking for a super-feature that they can go out and make a real noise about, should by all means make arrangements with any branch of the Regal Films, Limited, to book this splendid picture.

## BRITISH WAR NEWS FILM DOES BIG BUSINESS.

The British War Office Official News pictures are going better every day. Eight prints are being released throughout Canada every week. This is the largest number of copies on a film, Charlie Chaplin only coming within measurable distance of it.

## Cutting Down Waste

### Carl Laemmle Issues Orders to Universal Directors.

The Government ruling recently issued, declaring the motion picture industry essential, but requesting all branches of the field to be swept clean of wasteful, inefficient methods, has received a prompt response from the Universal Company.

Carl Laemmle, president of Universal, has issued general orders putting the company, in effect, on the operating basis of a railroad. He lays stress on the necessity of getting up a high speed schedule and doing away with neglect and inefficiency.

It was further announced at the home office of the company that Mr. Laemmle had wired the executives of the western studio to the effect that henceforth a new policy is to rule as far as the amount of footage to be allotted a picture is concerned. The scenario will henceforth contain instructions to the director as to just how many feet to allow such and such a scene. The home office, it is expected, will decide on the number of feet permitted under the new policy.

Let the other fellow's theatre use all the camouflage but keep the spot light on yours.

## Evelyn Nesbit to Make Fox Films

**Five Big Productions on Schedule  
This Season by Famous Star.**

Evelyn Nesbit, internationally famous as a stage and screen actress, has been signed by William Fox for a series of film productions which, it is declared, will exceed anything in the history of the industry in point of powerful drama, human appeal and lavishness of settings.

Miss Nesbit will make five productions, all of which will be adapted from big Broadway stage successes or well known novels by recognized authors.

The work of the new Fox star will be under the direction of Kenean Buel, and the first production is now under way at a studio in New Jersey.

Miss Nesbit will devote all of the coming season to her productions for William Fox. The plays which have been bought for her will be announced in a short time, as will the casts which will support Miss Nesbit.

In announcing the acquisition of Miss Nesbit to its list of stars, the Fox Film Corporation calls attention to the success scored by "Redemption," the play which Miss Nesbit appeared in recently.

## Toronto Theatre Books Goldwyns

**Strand Changes Policy to Sign  
Big Contract For These  
Pictures**

The Strand theatre, one of Toronto's big down-town houses, under the able management of Mr. Clarence Robson, has always been a firm advocate of the open booking system. The Strand, in its career, has played some mighty big open booking attractions with splendid success. However, Mr. Robson, has recently changed his policy of open booking for his house, when he recently signed a contract with the Monarch Film Co., Ltd., for the entire series of 52 Goldwyn pictures.

The contract, whereby the Strand booked the 52 Goldwyns, is a big one, and Mr. Robson was quick to realize the box office value of the Goldwyn brand of pictures. The fall plans of Goldwyn in Canada, look especially encouraging, and a big business is anticipated.

Mr. Robson, the Strand manager is one of the most successful exhibitors in this section of the country, and the Strand theatre occupies one of the choicest locations of any theatre in the Dominion. It is on Yonge street, near the corner of King street, which is one of the busiest corners in Canada.

Goldwyn Pictures with such powerful stars as Geraldine Farrar, Rex Beach, Pauline Frederick, Mae Marsh, Madge Kennedy, Mabel Normand and Tom Moore, should prove to be a great box office bet for the Strand theatre in Toronto, or any other exhibitor who wants the best in pictures.

Original from

NEW YORK PUBLIC LIBRARY

# Entire Industry is Declared Essential by U. S. Government

**Committee Reaches Decision After Conference With Picture Men. Limitations Imposed to Conserve Film and Metal. No New Theatres in U. S.**

WASHINGTON — The motion picture industry in its entirety has been declared essential by the Priorities Committee of the War Industries Board. Bernard M. Baruch, chairman of the board, has just made this important announcement.

The declaration of the motion picture industry as essential came about as a result of a conference between the Priorities Committee of the Board headed by Judge Edwin B. Parker and a committee from the National Association of the Motion Picture Industry headed by President William A. Brady, and consisting of the following officials and members of the association: W. C. Smith, the Nicholas Power Company; E. M. Porter, the Precision Machine Company; D. H. Haight, Eastman Kodak Company; A. J. Mitchell, National Carbon Company; Albert Lowe, Paragon Films, Inc.; and Frederick H. Elliott, executive secretary of the association.

The War Industries Board was represented at the conference by Judge Edwin B. Parker, chairman of the Priorities Commission of the Board; Herbert Bayard Swope, associate chairman of the Board; H. G. Phillips, secretary of the Board, and several heads of the various conservation divisions of the Board.

In the ruling declaring the industry essential the following limitations were placed upon it:

1. Each member of the industry will pledge himself to discontinue all non-essential production and eliminate all wasteful methods. Old film must be scraped and reclaimed and returned to the manufacturer for use in the manufacture of new films. Only wholesome pictures are to be produced. To save chemicals used in the production of explosives only one negative of a single picture will be made unless the picture is for export when two will be permitted.

2. Permits for the erection of new theatre buildings and equipment for new theatres will be denied during the war. Where localities are over theated no new theatre will be permitted to replace those retiring from business.

3. Manufacturers will encourage the repair of existing machines (projection machines) rather than the purchase of new. Manufacture of new iron and tin containers for film will be discontinued and substitutes used to conserve the metals.

When these regulations and others to be announced later are complied with the members of the industry will be granted the priorities necessary to enable them to operate.

In presenting the reasons as to why the industry should be declared essential, President Brady made an exceedingly strong and convincing speech. He reviewed the war service of the industry from the time he was requested to

organize it on a war basis by President Wilson down to the present, calling attention to the twenty-eight page brief that had previously been filed with Provost Marshal General Crowder setting forth in detail the accomplishment of the motion picture and the National Association as a direct aid of the Government and its associated activities such as the Red Cross in the winning of the war.

Judge Parker, in replying to Mr. Brady's speech, said that the war work of the motion picture industry did not need to be gone into as every prominent official in Washington was familiar with that work and the great good that it had accomplished. He stated that there was no question of the value of the motion picture and the screen of America to the Government.

The Association Committee also called the attention of Judge Parker to the work it had accomplished over nine months ago in eliminating the tin film cans from film shipments when such shipments were made in sheet iron carrying cases and the manner in which it had succeeded in bringing about the necessary changes in the railroad and express regulations that would make this elimination possible.

Judge Parker then pointed out the absolute necessity for the rigid conservation of the metals of all kinds, but more especially iron, steel and tin. Several plans were discussed for the conservation of these metals in the industry and it was pointed out that the greatest use was in the manufacture of projection machines and parts.

The Priorities Committee inquired into the feasibility of inaugurating a campaign of education among the users of the machines, setting forth the necessity for care against accident and breakage and urging that old machines be repaired rather than new ones purchased. The Association Committee assured them that this would be done.

Plans were then made for the conservation of film in every way, shape, and manner. In the past it has been the custom of some directors to shoot thirty and forty thousand feet of negative in order to obtain a five reel picture. Directors have also used from one to five cameras in shooting the same scene. Under the rulings of the Board this will no longer be permitted.

The necessity for conservation of film is the fact that the same chemicals are used in the manufacture of the base celluloid as are required in many forms of explosives and these chemicals naturally must be greatly conserved. Plans were also entered into whereby all waste film must be returned to the manufacturer for use in making new film, and all old pictures when they have outworn their usefulness must be scrapped and returned to the manufacturer.

## Geraldine Farrar Heads First List Of New Goldwyns

**Release of "The Turn of the Wheel" Set for September 2.**

Goldwyn Pictures Corporation believes in starting a drive with its "big guns." This policy becomes apparent with the announcement that the first six fall releases of Goldwyn under Star Series for the coming season are to be:

Sept. 2—Geraldine Farrar in "The Turn of the Wheel," by Tex Charwate. Directed by Reginald Barker.

Sept. 9—Mabel Normand in "Peck's Bad Girl," by Tex Charwate. Directed by Charles Giblyn.

Sept. 16—Tom Moore in "Just for To-night," by Charles A. Logue. Directed by Charles Giblyn.

Sept. 23—Madge Kennedy in "The Kingdom of youth," by Charles A. Logue. Directed by Clarence G. Badger.

Sept. 30—Rex Beach's great story, "Laughing Bill Hyde." Directed by Hobart Henley.

Oct. 7—Mae Marsh in "Hidden Fires," by J. Clarkson Miller. Directed by Hobart Henley.

Miss Farrar's first production to be released under the Goldwyn imprint is a dramatic, present-day story of New York and Monte Carlo. It is an emotional, modern drama, a fast, full-of-action melodrama and a society drama all rolled into one. Under her new auspices Miss Farrar is surrounded and supported by the best cast she has ever had in a motion picture.

Mabel Normand returns to the broad comedy that made her famous for her first Star Series production. "Peck's Bad Girl" is the ideal type of vivacious animated, happy-go-lucky story that Mabel Normand's tremendous following desires to see her have.

Goldwyn believes that Tom Moore, the company's first male star, is going to be one of the surprises of the year in his screen debut in "Just for To-night."

Madge Kennedy went through her first year in pictures with flying colors and gained popularity in every corner of the nation. Her reputation and drawing power attained new heights with her recent big success, "The Service Star," and it is being further increased with "Friend Husband," which may be an ironical title—and may not.

Goldwyn springs a surprise with the announcement that Will Rogers, an unrivalled entertainer and an unparalleled personality in the American theatre, is already at work in Rex Beach's great story, "Laughing Bill Hyde." Many producers have tried to lure Rogers to the screen and never before have they had a chance of success. But Rex Beach insisted on having Will Rogers for the name roll of his story.

There is never a chance of a mistake when Mae Marsh has a story that is a combination of romantic and emotional drama. This she has in "Hidden Fires," which also is directed by Hobart Henley.



# TORONTO AND ONTARIO TOPICS

## TORONTO NEWS A LIVE SHEET.

The Toronto Daily News is to be commended upon its enterprise in the manner in which it is handling its film news. This is the paper which commenced a few months ago to give a weekly calendar of the film events in Toronto. So successful was the weekly idea that it was made a daily feature of the newspaper. The latest move on the part of this enterprising daily paper is to secure the services of William Gladish, a prominent film writer of Toronto, and he is conducting a daily department in which he tells about local happenings in Toronto's film colony from a movie fan's point of view. The department is now known in the newspaper as "Filmdom Screenings for Picture Patrons," and is brimming over with film news for Toronto movie fans. They can tell at a glance what is playing at the leading houses, as well as read interesting news of the pictures. The Toronto News idea is worthy of emulation by other Canadian newspapers.

## "WAY UP NORTH.

The natives of Alaska and the Yukon Territory are now seeing "The Birth of a Nation" and "Intolerance" for the first time, and it is interesting to note that Toronto men are in charge of the presentation of these features in the Arctic regions. One of these is Mr. Thomas Amberson, well known in local film circles, who writes that he has not yet seen night time. "The Daylight Saving Act has little to do with Dawson," he declare. The theatre in Alaska, in many cases, is a part of a dance hall, and with the constant daylight it is sometimes difficult to arrange for proper projection of a picture. The smallest coins used are twenty-five cent pieces, and it was a problem at the start to know how to collect the war tax. This difficulty was overcome by including the war tax in the price of admission. Mr. Amberson says that he is leaving Alaska before he runs the risk of finding himself frozen in for the winter.

## MADE BID FOR BUSINESS.

Many theatres around Toronto presented strong counter-attractions for the Exhibition to secure a share of the cut-of-town business. Some of these special pictures were as follows: "Jack and the Beanstalk," at the Brighton theatre; "The Belgian," at the Empress theatre; "The Doctor and the Woman," at the York; "Parentage," at the Willowvale theatre; "Masks and Faces," at the Oakwood theatre; "The Woman God Forgot," at the Orpheum; "Panthea," at the Peter Pan theatre; and "Over the Top," at His Majesty's theatre. "The Eyes of the World," has also been shown at the Park theatre this week.

## OUR OWN CANADIAN 'ARBUCKLE'

One of the "big" hits of the Oakwood Photoplay, which was made by the Adanac Film Co., Ltd., is Big Jack Bentz, of Port Dalhousie, Ont. Jack tips the scale at 345 lbs stripped for action and is six feet two inches tall. When it comes to screen humor, Fatty Arbuckle hasn't anything on this bird. Jack appears in the Oakwood film, and his big bulk causes a riot of laughter. Jack, despite his immense size, gets around like a two-year old. He is an expert swimmer, and all-round athlete.

## "SPORTING LIFE."

A coming release is "Sporting Life," a visualization of one of the far-famed Drury Lane melodramas. The great English turf classic, the Derby, is shown in all its details and the picture also includes the famous London National Sporting Club. Maurice Tournier, the director, also produced "The Whip," which has been presented in Toronto and other cities.

## SPENCER A TORONTO VISITOR.

Mr. J. G. Spencer, one of the best-known exhibitors in the Maritime provinces, was in Toronto this week on business. Mr. Spencer controls a large string of theatres in the Maritime provinces, and is a live-wire showman. He now has under his control the Unique and Lyric theatres in St. John, N. B.; the Gem in Fredericton; the Hayden-Gibson in Woodstock, N.B.; the Empress, Gem and Star theatres in Amherst, N.S.; the Princess and Strand theatres in Truro, N.S.; and the Peoples theatre in Charlottetown, P.E.I. This comprises a very formidable list of the best theatres in this section of Canada, and speaks volumes for the ability of this popular eastern Canadian exhibitor.

## MANY BOOKINGS ON THIS FEATURE.

The big under-sea spectacle "Twenty Thousand Leagues Under the Sea" which is one of the big features distributed by the Universal, is being rapidly booked up for the fall and winter season. Never before in the history of Universal in Canada has contracts been coming in so fast on any special as they have been arriving on this under-sea feature. The Maritime provinces have been sold to a syndicate headed by Mr. Margetts, manager of the St. John branch of the Universal. Five brand new prints have been purchased for Canada, and there is also a splendid line of paper and other advertising and publicity accessories. It would certainly seem that "Twenty Thousand Leagues" is a good money maker for the exhibitor, judging from the contracts already in the hands of Mr. J. R. McKenny, assistant manager of the Universal in Toronto.

## JOIN UNIVERSAL SALES STAFF.

Some changes have recently been made on the sales staff of the Universal office in Toronto. Mr. Kennedy Hill and Harry Law are two new acquisitions. Mr. Hill is well-known in Toronto and should make a good film salesman. Mr. Harry Law needs no introduction to the film trade of Ontario. He was a former manager of the Metro branch in Toronto.

## TAUBE IN MONTREAL.

Sydney B. Taube, service manager for the Toronto office of the Famous Players Film Service, Limited, was in Montreal recently on business in connection with the Montreal business of Famous Players.

## ANOTHER PICTURE.

Rita Jolivet, who made personal appearances at the Regent theatre in connection with the presentation of a special production, "Lest We Forget," is now engaged in the making of another propaganda picture.

## OUTLOOK FOR BUSINESS GOOD

Mr. A. J. Irvine, of the Toronto office of Fox Films, has returned from a splendid selling trip in the eastern part of the province, and says that the exhibitors are much interested in what Fox has to offer for the coming season.

## WEST IN TORONTO.

Among the Toronto visitors this week was Mr. Maurice West, the Montreal branch manager, who paid a visit to the local Fox office, and was also at the Fox talk-fest held in the St. Charles Hotel.

## FOX FILMS IN DOWN TOWN HOUSES.

The big annual Toronto fair is now a thing of the past. During the life of the exhibition many exhibitors from outside points took the opportunity of seeing the sights and also visiting the exchanges. Fox Film Toronto office reports a large number of callers. It so happened that some splendid Fox pictures were being shown at a number of the down-town houses, and a number of the exhibitors availed themselves of the chance to see them and to judge their merits as box office attractions de-luxe. Loew's showed last week "True Blue" with William Farnum; the Hip had Jewel Carmen in "Confession"; George Walsh was found at His Majesty's in "Brave and Bold"; and the Photodrome had "The Spy." Truly a splendid line-up from which to judge of the worth of the Fox film menu.

### THREE FOX BRANCH MANAGERS IN CANADA ARE HUSTLERS.

Joseph Lieberman, manager of the Fox Film Corporation at St. John, N.B., was formerly a well-known figure in Toronto film world.



He became identified with the film business some seven years ago, working out of a Toronto office through Ontario and the western provinces. He was located at Calgary and Winnipeg and made a host of friends for himself throughout the prairie provinces. He joined the Fox organization in August of 1917 and was given the appointment of manager for the eastern territory. During his sojourn in New Brunswick he has made many friends and has maintained for himself a reputation for honesty and squareness that is second to none.

Maurice West, genial manager of the Montreal office is a well-known figure in the Canadian film field. He has been identified in the amusement world both in the theatrical and the "Silent Drama" for several years, having been Montreal manager of the Mark Brock Theatre.



Enterprises with which he was accorded more than an ordinary share of success. Mr. West deserted the speaking stage and its activities for the "Culloid Industry" three years ago when he entered the forces of the Fox organization, taking charge of the Montreal office. During his theatrical experience Mr. West toured the Maritime provinces extensively. His genial smile, pleasing personality and ability to co-operate with exhibitors at all times has won for him an enviable reputation.

Leo M. Devaney, Ontario manager with the Fox forces, headquarters, Toronto, has recently been promoted from the sales department after several months road experience. Mr. Devaney was for twelve years connected with various Toronto newspapers and for a number of years had charge of the publicity and advertising departments of Shea's theatre and the Hippodrome. In the latter capacity he was in a position to pass upon the merits or demerits of the products of the various producing companies and through his connection with the Shea organization gained an insight into the film business, which has aided him materially in his new post. The knowledge of advertising and publicity methods which Mr. Devaney possesses has proven of an inestimable value to exhibitors and his advice and co-operation in the display and arrangement of advertising and publicity campaigns for Fox exhibitors has proven particularly advantageous in "Putting the Picture Across."



number of years had charge of the publicity and advertising departments of Shea's theatre and the Hippodrome. In the latter capacity he was in a position to pass upon the merits or demerits of the products of the various producing companies and through his connection with the Shea organization gained an insight into the film business, which has aided him materially in his new post. The knowledge of advertising and publicity methods which Mr. Devaney possesses has proven of an inestimable value to exhibitors and his advice and co-operation in the display and arrangement of advertising and publicity campaigns for Fox exhibitors has proven particularly advantageous in "Putting the Picture Across."

## Ottawa News Notes

### FLOWER THEATRE CHANGES NAME.

On Monday, September 2nd, the Flower theatre in Ottawa changed its name. Hereafter it will be known as the Strand theatre, and will still be under the clever and capable management of Herb. Jennings. Last week the attraction was "Cleopatra" in which is starred Theda Bara. Business was excellent, and Manager Jennings took advantage of the opportunity to work out some good advertising and publicity schemes. Matinee prices are 10 cents, while the evening prices are 15 cents.

### THIS WEEK'S OTTAWA FILM OFFERINGS.

#### FAMILY.

Jewel Carmen in "Confession."  
Mary Miles Minter in "The Mate of the Sally Ann."

#### STRAND.

Douglas Fairbanks in "The Half-Breed."  
H. B. Warner — Dorothy Dalton in "The Vagabond Prince."

#### CENTRE.

Pauline Frederick in "Fedora."  
Wm. S. Hart in "Riddle Gawne."

#### REGENT.

D. W. Griffith's "Hearts of the World."

#### IMPERIAL.

Mildred Harris in "The Price of a Good Time."  
All-Star Cast in "Masks and Faces."

#### DOMINION.

Vaudeville. Selected photoplays.

#### FRANCAIS.

Rupert Julian in "The Kaiser."  
Gladys Hulette in "Annexing Bill."  
Alicie Joyce in "Find the Woman."

#### REX.

Selected photoplays.

### FIDDES IN OTTAWA.

Mr. John T. Fiddes the popular Toronto vocalist, has been filling an extended engagement at the Family theatre in Ottawa. Last week was his twelfth and last week, and he has been accorded a great reception by the Ottawa people.

## Leading Houses Book This Serial

### "Healing Their Wounds" is first Reel of Splendid Government Film

Five of Toronto's leading houses—The Allen, Loew's, Shea's Hippodrome, The Strand, and The Regent—will give a simultaneous showing on September 23 of "Healing Their Wounds," the first reel of "Canada's Work for Wounded Soldiers," the government serial. They will show the four suc-

ceeding reels the following weeks. There have been a large number of applications for bookings received by the Motion Picture Distributing Committee, it is up to you, Mr. Exhibitor, to get busy and secure exclusive booking in your territory. This serial is one that will interest your patrons—it is an all Canadian war film, dealing with an entirely new side of war work. It's free. Don't quote the old proverb about the gift horse—this is a horse in whose mouth you may look without any qualms. The only reason that you are not being charged a good price for booking this serial is that the government, which produced the film, has not as yet, at any rate, entered into the moving picture game as a commercial proposition. Write for that booking TO-DAY.

The exhibitor who merely counts the number of reels that he shows is likely to be a staggering failure.

"Greatest ever" advertising doesn't leave much to say about your next picture.

### MR. PECK RESIGNS AS EDITOR OF THE DIGEST TO BECOME MUTUAL BRANCH MAN- AGER IN MONTREAL.

The Canadian Moving Picture Digest announces with sincere regret the resignation of Raymond S. Peck, who has been editor of The Digest since this publication was moved from Montreal to Toronto last January.

Mr. Peck leaves the editorship of The Digest to become branch manager in Montreal for the Mutual Film Corporation of Canada, Limited, and will assume his new duties next week.

Under Mr. Peck's management, The Canadian Moving Picture Digest has blossomed forth from a mere collection of pages into one of the brightest and most readable film trade papers on the continent, with offices in Montreal, New York and Los Angeles, Cal., and correspondents in the principal film centres of Canada.

Previous to entering the film business, Mr. Peck was city editor of various American and Canadian newspapers for many years, and later was on the road throughout the southeast section of the United States as factory selling representative of a large American automobile company. Returning to Canada he became publicity director for Universal films in Canada, and was also editor of the Universal Bulletin.

When the Bulletin was amalgamated with The Digest, Mr. Peck was chosen as its first editor, which position he has filled up until the present time. He is leaving The Digest with a feeling of personal regret, but believes that the opportunity offered to him by the Mutual Film Corporation was too good to pass up.

Mr. Peck's successor will be Ray Lewis, who has served an apprenticeship of eighteen years in theatrical and moving picture, newspaper and literary work, as artist, producer, critic and poet.

# MONTREAL AND QUEBEC NOTES

The outstanding item of interest during the past week in moving picture circles in Montreal is the announcement in the public press that six of the West End houses are to increase their prices of admission on September 15. This move has been forecasted in *The Digest* for the past few weeks though we have been careful to give no names of the houses contemplating the change. Now the cat is out of the bag no harm can be done in giving them. They are the Strand, Regent, Connaught, Holman, Tivoli and New Grand. The increase is a nickel which is to include the war tax and is therefore a net increase of three cents.

It is necessary here to put in a small but important footnote to this news item. The New Grand should not have been included in the above category as Manager Rotsky has by no means definitely decided to raise his prices. A matter of this sort involves many considerations and where patrons have been used to good shows at a certain figure it is a very risky proceeding to extract more than the amount to which they are accustomed, from their pockets. Mr. Rotsky recognizes with the rest of his fellow exhibitors that expenses have increased out of all proportion to what they were last season and the season before. But between that and raising prices to meet them, there is a great gulf fixed. The most careful consideration has to be given to every pro and con before so momentous a decision can be taken. As things are at the time of writing, the New Grand will not increase its prices next Sunday whatever the other theatres may think it advisable to do.

It is understood that the Imperial and Loew's were asked to raise their admission prices and refused to consider the question. For the present, at any rate, both these houses will stay as they are. What they may do in the future is another matter.

There is, moreover, even in the case of the five houses who are announced as taking the step, a doubt yet in the matter. Another meeting is scheduled for this week which will take place before we go to press, but too late for discussion in this issue. At this meeting the exhibitors involved will come it is said, to a definite decision in the matter.

Talking of raising admission prices brings us to another question which is yet in the embryo stage. There are strong rumors round town that the amusement tax is to be raised. We have been unable to obtain any confirmation of this, nor yet to trace the rumor to any reliable source. We give it accordingly for what it is worth with the reservation that there is probably little or nothing in it. Exhibitors have, it is generally recognized, about reached the limit of endurance in expenses. If

anything were needed to prove it, the fact that they have come together on so ticklish a proposition as raising admission prices.

There is a good deal of criticism around Montreal among exhibitors to the Canadian Moving Picture Association. By all accounts it appears to have become defunct. There has not been a meeting for a couple of months and I understand that members are so indifferent as to its well being that the very modest fees charged are mostly in arrears. They have all of them been indefatigable in their efforts but it is impossible for the heads of any institution to carry on business unless they have the good will and the work of their associates with them. This is evidently lacking in the case of the Exhibitors' Association in this city.

With the weighty matters that are continually cropping up this is a bad state of affairs and one that should be remedied without delay. Spurts of energy, such as that which resulted in the formation of the Association are very well in their way, but must have some staying power if they are to be of any real value. Exhibitors should take a leaf from the book of the Exchange Men's Association which quietly and unostentatiously carries in its work, week in and week out, whether there are important matters or no to be handled. This association meets every Wednesday through dull and busy seasons, and in consequence is respected and has done and is doing good work all the time. The exhibitors have a fine example there continually before them.

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

## LOEW'S.

"The Safety Curtain," with Norma Talmadge.

## IMPERIAL.

"Riddle Gawne," with Wm. S. Hart; and "Fedora," with Pauline Frederick.

## NEW GRAND.

"Vengeance," with Barbara Castle-ino and Montagu Love.

## HOLMAN.

"Shackled," with Louise Glaum; and the "Geezer of Berlin."

## STRAND.

"Her Price," with Virginia Pearson.

## CONNAUGHT.

"Flare Up Sal," with Dorothy Dalton; and "The Thing We Loved," with Wallace Reid and Kathryn Williams.

## TIVOLI.

"A Painted Madonna," with Sonia Markova; and "The Last Sentence," with Marc MacDermott and Miriam Nesbitt.

B. Horsfall, the genial and popular manager in Eastern Canada for the Mutual Film Corporation, has resigned his position and has gone to Washington where he will forthwith be engaged on war work for the United States Government. Mr. Horsfall had been in charge here about a year and had earned golden opinions everywhere. It is understood that Jim Travers, the Toronto manager, who has been in Montreal clearing up matters consequent on the resignation, may take over the management, but nothing was decided at the time of writing.

Joe Tardiff, mgr. of the Auditorium theatre, Shawinigan Falls, was in town last week and reports that business is looking up for the fall season.

Mr. Finnagan, of the Princess theatre, Farnham, Que., has been in town visiting the exchanges.

The Royal Alexandra theatre, Lachine, the 19th link of the chain of Jule and Jay Allen theatres in Canada, is doing well since its opening and seems to be meeting a real need in that district. Opening night it gave the first episode of the "Woman in the Web" serial and a big V comedy, and has continued with the same. The same theatre has since booked the "Fight for Millions" serial on Mondays and Tuesdays.

The new Pathe serial, "Wolves of Kultur," will be released around Oct. 1. Leah Baird and Sheldon Lewis are featured. It is based on the spy methods of the Hun, and embodies some of the latest facts and atrocities connected with the Kaiser armies. It is claimed to be better and more intensive even than "Hands Up" which would certainly be going some. An extraordinary advertising campaign, much of which will be free to exhibitors, is to be a special feature of this serial.

Speaking to L. E. Ouimet on price raising at theatres, he is of opinion that managers are entirely justified in putting up admission figures. He says it was done in Halifax last year. At first decreased attendance was the result, but after a few weeks the old patrons all came back and the theatres have prospered ever since. He regards conditions as thoroughly justifying the step.

The Chicago and New York Pathe offices have been backing past records clean off the board. This year again the records are fast being beaten and business is booming as never before. There is talk of serials being a moribund feature. This emphatically not the case. Such stars as Pearl White, and Ruth Roland would hardly be featured in them if such were the facts. Ask Specialty Film Import, Ltd., what they think of serials being dead, if you are in doubt.



# Regent Theatre Celebrates Its Second Anniversary

**A Word About This Popular Theatre, and Why it Has Been  
So Successful Since Its Opening—New Policy for  
Coming Year Announced**

No other motion picture theatre in the Dominion of Canada offers as much and provides as much for its patrons as the Regent theatre, Adelaide street west, Toronto, which celebrates the second anniversary of its opening last week. Two years ago it opened its doors and its admirers have been returning ever since until to-day the Regent, Toronto, is known from coast to coast, the calibre of its pictures is the subject of most favorable comment wherever motion pictures are discussed; its music has thrilled hundreds of thousands, the excellence of its service has become so well known that now courtesy and comfort are linked hand in hand, and one just naturally looks for and accepts it.

With the coming of the Regent theatre came the fulfilment of a long-felt want. The taste for the most superb in motion pictures had reached such a point that those who in former years refrained from attending a motion picture theatre found a congenial place in the Regent. The elegance of its appointments appealed immediately to the class of people to which the theatre catered and now, of course, the very best families in Toronto look upon it as the most suitable for their patronage. One of the most pleasing sights since the inception of the Regent has been the frequency with which father, mother, the girls and boys have visited it together, occupying a family reservation and making at least one night a week "Regent night."

## Choosing Pictures.

One reason for this is that the greatest care is exercised in the choice of feature pictures. Parents have long since been convinced that their children may go unaccompanied if they wish, knowing that the picture will be entertaining without verging in any degree upon that which is vulgar or unprofitable for young people. They know, too, that the large number of attendants, located in all parts of the house and constantly under the direct supervision of experienced men and women, assure the utmost security, so that a boy or girl in the Regent has the same protection as though she or he was right at home.

There is an uplifting influence at all times in the musical programmes. And in speaking of music one may be pardoned for taking a little pride in that part of the Regent make-up, which is without doubt away ahead of anything of its kind in America. From the very beginning of Regent fame, its orchestra has been and remains its crowning star. At no other motion picture theatre of its size on the North American continent has as much money, as much brains, and as much attention been given to music. Why? Because music is the greatest

power on earth. There are more people interested in good music than in any other form of art. And the Regent music is always good.

It is a fact that teachers of music have brought their pupils to the Regent to hear operatic and other selections from an educational point of view. John Arthur, the conductor, has and is rendering a unique service to the City of Toronto in presenting only the best, in classical music, and in choosing his overtures the sole idea is to present a new opportunity whereby Regent patrons may hear and thus learn the greatest compositions of the greatest masters.

Of course, this kind of music does not always appeal to the masses. One does not as a rule go to a motion picture theatre to study or be made a scholar, yet, if in providing genuine entertainment the hour or two thus spent may be made profitable as well then the Regent is doubly attractive. But for those to whom a thrilling march brings an appeal there is diversity in the programme. It has been even been said that the Regent orchestra excels in playing a little rag-time, a tit-bit now and then, just as it excels in presenting a heavy overture. So much for Regent music—may it never be less worthy of its patronage than it is now.

## Employs Big Staff.

Even those who have been guests at the Regent regularly since its opening will be surprised to know that there are in its employ more than 75 people. Many of these commence their duties in but a few hours after the theatre is closed following the last performance. Vacuum cleaners are put to work, dusters in experienced hands go over every inch of the theatre. Soon there is a buzzing through the house for the busy cleaners are actually housecleaning and they houseclean every day. There is not an arm of a chair that is not gone over. Every portion of the woodwork is thoroughly cleaned. The electric fixtures, the ledges, the out-of-the-way places are made clean. The plate glass mirrors are polished, the floors are scrubbed so that when at noon again the doors are opened to the public, patrons are assured that their finest silks will not be damaged by anything unclean.

The wholesome, pure atmosphere always found in the Regent, is partly the result of this daily scouring, coupled with the excellent system of ventilation in operation. Every few minutes the air is changed, a new supply washed by filtered water coming in to take the place of the foul air forced out. Headaches from impure air are things unknown.

There are many other features well known to those who regularly visit the Regent either one of which is minor in

itself, and yet when added to the others makes a whole which places this theatre a little ahead of the front row in motion picture theatre excellence.

## Many Conveniences.

Particular attention is directed to the mezzanine floor where every convenience for ladies and gentlemen is provided. The retiring rooms for the ladies are in charge of a matron and there is ample provision for writing or resting. The gentlemen's rooms are provided with easy chairs and lounges as well as writing desks and there is always on hand cold, pure drinking water. In fact no pains have been spared in an effort to make this floor convenient, homelike, and in every way possible attractive.

During the coming year the orchestra of which much has already been said, will be enlarged to a membership of not less than 22 making it the largest permanent orchestra in Canada. It will then be possible to undertake symphonies on a scale which has not been attempted heretofore, as well as to present a larger and even better class of music than has been practical under former conditions.

It will be the policy of the Regent management to bring the biggest attractions produced in motion pictures and with special buyers constantly on the outlook for the finest and best, an exceedingly interesting year is anticipated. These will be presented at the regular Regent prices thereby maintaining a strong Regent principle in this regard.

The great Nazimova is coming in a series of pictures and contracts have been made for a series of pictures with such world famous stars as Anita Stewart, Harold Lockwood and others equally as prominent in the motion picture world.

All in all, the Regent most decidedly expects to maintain its proud place among the places of refined amusement throughout the city and to cater to that which is wholesome and good and which makes for the most inviting among the lovers of the silent art.

## "SUNSHINE MARY" ANDERSON

By Dick Willis.

There are quite a lot of Marys in the picture world to-day, including Mary Pickford who o'er hearts still holds full sway.

Now, more than one of them has tried in manner free and airy, To steal that happy, lilting title, little "Sunshine Mary."

'Twas quite a long, long time ago, while with the Vitagraph,

When her presence turned the tears to smiles, the scowls into a leugh, When gloom and sadness melted at her cheerfulness and fun.

They called her "Sunshine Mary" little Mary Anderson.

She's such a cheery little soul, with freckles, laugh and all,

A wealth of joy tied up within a package that's quite small!

She's a composite of smiles and sweetness, sympathy and love,

So they named her "Sunshine Mary" and it fits her like a glove.

One exhibitor advertises the whole town passes by his theatre—but be sure that they are not merely passing by.

# THE STRAND TORONTO



## Booked 52 Goldwyns

MANAGER CLARENCE ROBSON, OF THE STRAND THEATRE, TORONTO, HAS ALWAYS BEEN A FIRM ADVOCATE OF THE OPEN BOOKING SYSTEM, AND HAS ALWAYS CARRIED OUT THAT POLICY IN THE STRAND THEATRE.

### BUT WHEN HE WAS OFFERED GOLDWYN PICTURES

HE DID NOT LOSE ANY TIME CHANGING HIS POLICY, AND WITHOUT HESITATING CLOSED FOR THE ENTIRE SERIES OF 52 PICTURES, BECAUSE MR. ROBSON HAS THE FORESIGHT TO KNOW THE BOX OFFICE VALUE OF GOLDWYN PICTURES. WITH SUCH STARS AS

Geraldine Farrar   Rex Beach   Pauline Frederick   Mae Marsh  
Madge Kennedy   Mabel Normand   and Tom Moore

HE IS ASSURED OF PLAYING TO CAPACITY HOUSES ON GOLDWYN DAYS.  
YOU CAN DO WELL BY FOLLOWING HIS EXAMPLE.

## MONARCH FILM COMPANY Limited

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL

***Another Extra Attraction***

***Added to Our Programme***

**ONE REEL WEEKLY**

**Entitled**

**"Famous Canadian Regiments"  
in France**

Every Soldier having left Canada will be fully  
recognized by their families and friends.

Figure what it means to you to have everyone  
in your town coming to your theatre regularly.

**MAKE ARRANGEMENTS AT ONCE**

---

The dainty and entertaining Star—

**MARY MILES MINTER**  
**IN**

**"The Eyes of Julia Deep"**

Direction — Action — Photography Perfect

**BOOK IMMEDIATELY**

**A SURE WINNER**

**SPECIALTY FILM IMPORT Limited**



# Big Specials

## **"MORAL SUICIDE"**

Featuring

**Leah Baird, Anna Luther, John Mason, etc.**

IN SEVEN PARTS

ALSO

## **"HER MAN"**

Featuring

**ELAINE HAMMERSTEIN**

IN SIX PARTS

SEE NEAREST BRANCH FOR DATES

---

## **HELENE CHADWICK**

Who played with PEARL WHITE in "The House of Hate"  
will appear in a series of two-reel subjects  
---the first release

## **"THE HONEST THIEF"**

A subject that will appeal to your patrons.

---

## **Ruth Roland in "HANDS UP"**

continues to fill the theatres showing it.  
If you have not booked this serial, do so now.

**Branches:**

**ST. JOHN  
TORONTO**

**CALGARY  
MONTREAL**

**VANCOUVER  
WINNIPEG**

# LINE UP WITH THE BIG FELLOWS

## "Canada's Work For Wounded Soldiers"

*(Presented by the Department of Soldiers' Civil Re-establishment)*

### BOOKED IN TORONTO

For September 23rd by

THE ALLEN      LOEW'S      THE STRAND      THE REGENT  
SHEA'S HIPPODROME

Yes it's a free five reel serial—but it's good enough for them.

There's only one reason that it is free—it was produced by the Government, which is not engaged in the movie game as a commercial proposition, and therefore can charge nothing.

But it is a first-class serial, and a paying proposition for you—Mr. Exhibitor.

Reel 1. "Healing Their Wounds"

Reel 2. "Re-education of the Disabled"

Reel 3. "Fitting Disabled Soldiers For Industry"

Reel 4. "How Wounded Soldiers Overcome Their Handicap"

Reel 5. Artificial Limbs in the Making"

**BOOK NOW for your territory FREE BOOKING**

Free publicity arranged by the Government with your local papers, lobby display photographs, and posters.

**APPLY TO THE  
MOTION PICTURE DISTRIBUTING COMMITTEE**

**OR ANY OF OUR AGENCIES OR REPRESENTATIVES  
IN YOUR TERRITORY**

Messrs. JULE and J. J. ALLEN  
Famous Players  
TORONTO

CLAIR HAGUE  
Canadian Universal  
TORONTO

# Stop Wishing For Business!

## Go Get It!

**A**RE you one of the exhibitors who wonders why the other fellow gets the big business? Wonder no longer! Here's the reason---

The prosperous exhibitor is the one who builds

up his theatre, who creates crowds of regular patrons. He can depend upon the crowds because the crowds can depend upon him. He always has entertainment worth while. That means he always shows

## Paramount and Artcraft Pictures

(Nationally Advertised)

That's why he gets the big business! He gives the people what they want. You can build your business the same way. Thousands of exhibitors are doing it. Book Paramount and Artcraft Pictures, then let the whole town know the glad news. That's the way to bring folks over to your side of the street.

**Stop wishing for business! Go get it!**

CANADIAN DISTRIBUTORS

## Famous Players Film Service Limited

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER



# STORIES OF THE PLAYS AND PLAYERS

## NEW PLAY FOR THEDA BARA "THE SIREN'S SONG."

Theda Bara has just begun work on a new play, which has for its temporary title, "The Siren's Song." The picture is being produced at Hollywood, Cal., under the direction of J. Gordon Edwards, "The Siren's Song" being the twenty-ninth picture which Mr. Edwards has made for William Fox.

"The Siren's Song" was written by Charles Kenyon, author of "Kindling" and other well-known stage and screen plays.

Miss Bara started work on "The Siren's Song" after taking only a brief rest following the filming of "The She-Devil," a powerful drama of a beautiful woman without a conscience. Following the completion of "The Siren's Song" it is expected that Miss Bara will return to New York for the winter.

Ora Carew says that it is surprising to see how few buttonhooks there are around a motion picture studio. Last week at the Lasky studio, where Ora is playing the feminine lead opposite Wallace Reid in his latest Paramount feature, she jumped into her second change in the picture, and when she went to button up her shoes, she found that she had forgotten to bring a button hook with her. Naturally she felt certain one of the other women would have one handy, so she started at the next dressing room and inquired. There was not one to be had, and finally after inquiring in eight more dressing rooms, Ora returned to her own abode and resorted to a hair pin to do the trick.

## THRILLS VIE WITH TERROR IN NEWEST MAE MARSH GOLDWYN.

Mae Marsh, usually seen in charming situations in her screen plays, is disclosed in any number of tense moments in her newest Goldwyn Picture, "Money Mad," released August 25. But of course they are relieved by smiles of her own particular kind.

One of the most novel as well as dramatic moments in the new play occurs at a seance around a table in the home of Elsie Dean (played by Mae Marsh). Her stepfather is under the spell of a Hindu and is also preyed upon by a beautiful woman of doubtful reputation. They arrange a session at the big table, prevailing upon the Hindu to go into a trance and giving Elsie and her sweetheart permission to join them.

The young man has misgivings, but Elsie, with the enthusiasm of youth, is glad to be allowed to take part in the proceedings. The five seat themselves, their hands touching as they rest lightly on the table. Then the Hindu begins his incantations, growing more and more impassioned. The weird light on his face, his strange words, and the solemn silence of every one cause Elsie to break into a giggle.

## "LAUGHING BILL HYDE."

Will Rogers, the rope thrower and shrewd wit from Texas, who from the day of his debut on the stage in New York has been the biggest individual favorite of America's largest city and beloved of country-wide vaudeville audiences, has lent his talents to the screen.

Rex Beach and Goldwyn Pictures Corporation have won him over and Rogers is now at work in the Goldwyn Studios at Fort Lee in the name role of "Laughing Bill Hyde," one of Rex Beach's biggest stories, announced for release in late September.



HARRY CAREY  
Universal Film Co. Star

## WELL SUPPORTED.

Cast of "Peck's Bad Girl" Contains  
Names of Notables.

Players of exceptional merit, well-known for their work in stage and screen productions, give Mabel Normand admirable support in her newest Goldwyn Picture, "Peck's Bad Girl," by Tex Charwate, this star's first production of Goldwyn's new year.

For her leading man the star has Earle Foxe, for several years a contributor to the success of prominent screen productions and before his entry into motion picture work identified with many stage successes. On the screen Foxe has done his best work in "The Escape," "The Trail of the Lonesome Pine," "The Love Mask," and in the Pathe serial, "The Fatal Ring."

Caroline Barker, an actress of exceptional beauty and dramatic talents,

plays the role of Hortense Martinot in "Peck's Bad Girl." Miss Barker enjoys an enviable screen career and played a prominent role with Mae Marsh in her latest Goldwyn picture, "Money Mad."

Riley Hatch is entrusted with an important part in the Mabel Normand production. Hatch is known for his work in several successful stage plays, the most noteworthy of which was his performance in Morosco's "Help Wanted." On the screen he has been equally successful.

Blanche Davenport, well-known on the stage and screen for her splendid characterization, also supports Miss Normand.

Leslie Hunt who played with William Faversham during the long run of "The Squaw Man," is well cast in "Peck's Bad Girl." He, too, has played important roles in successful screen plays. Edward M. Favor, long a favorite vaudeville comedian, lends rare touches of comedy.

Others in the splendid cast of "Peck's Bad Girl" are Edwin Sturgis well-known for his comedy work in several recent screen productions; Joseph Granby and Auge Becker.

## SAMMY SHOTS CRAPS.

In several scenes of the comedy "Buttons" recently finished at the Diando Studio with Sunshine Sammy" the little four year old colored comedian as the featured star, it was necessary that he "Shoot Craps."

Walter MacNamara, a past master at the art was directing the said scene very beautifully and everything was going along smoothly when suddenly the following burst of outrage was heard coming from the mouth of Mammy, an old colored lady who takes care of "Sammy" while at the studio.

"Yuh, Sammy" she yelled. "Stop that crap shootin' you heah me. Come right heah this heah minute. You ought to be ashamed of yo'self Mr. MacNamara, teachin' that little boy to shoot craps. What's the use of me taking him to church and teachin' him religion, if you all goin' to teach him bad games like that. You come heah right away Ernest. Come on."

Ernest came and that ended MacNamara's work for that day.

Al Whitman is still black and blue from his fall off a horse in his last Triangle feature. Al was handcuffed, and riding down a steep grade with several boys in a scene, when his horse slipped and fell. Both Al and the horse went tumbling over down the grade until they reached the bottom. The horse was alongside Al, and in trying to get up rolled over towards Al crushing him under the saddle. The others arrived just in time to prevent the horse from rolling completely over the Triangle star, which would surely have injured him severely. "One of my closest calls," is how Whitman describes it.

# Canadian Exhibitors' Film Verdicts

A Department to Help Our Own Exhibitors Get a True Angle on Current Releases

## DO IT NOW!

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto, Ontario.

Your Box Office is the test of Popularity.

Fill in the Blank NOW.

Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
Theatre .....  
Town or city .....  
Sent in by .....

Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
Theatre .....  
Town or City .....  
Sent in by .....

## Exhibitors' Film Reports

**"NAUGHTY, NAUGHTY,"** with Enid Bennett; (Famous); five reels; admission prices, ten and fifteen cents; drew exceptionally well and got many laughs; a real hit. J. S. Smart, Royal Opera House, Port Hope, Ont.

**"RICH MAN, POOR MAN,"** with Marguerite Clark; (Famous); five reels; admission prices, ten and fifteen cents; business was poor with this one, and I didn't hear anyone raving over the story, which was very weak. J. S. Smart, Royal Opera House, Port Hope, Ontario.

**"HER BODY IN BOND,"** with Mae Murray; Bluebird; six reels; good condition; 10 and 15c business bigger every night; a feature good enough for any house. J. J. Bailey, mgr. Lyceum theatre, Galt, Ont.

**"MRS. SLACKER,"** Gladys Hulette-Creighton Hale; (Pathe); five reels; very good; 10, 20, and 30 cents; story very good drama; dark photography; patrons pleased. Percy Simser, operator Centre theatre, Ottawa, Ont.

**"A PAIR OF CUPIDS,"** Francis X. Bushman and Beverley Bayne; (Metro) five reels; good 10, 20 and 30 cent comedy drama; good story; fine photograph; pleased patrons. Percy Simser, operator, Centre theatre, Ottawa, Ont.

**"M'LISE,"** Mary Pickford; (Artcraft); five reels; good, 15 and 25 cents we pay war tax; general opinion, good; business improving. Star theatre, Hespeler, Ont.

**"RICH MAN, POOR MAN,"** Marguerite Clark; (Famous); five reels; good 15 and 25 cents, we pay war tax; did fair business on this one; picture O.K. Walter H. Musson, Hespeler, Ont.

**"ACE HIGH,"** Rom. Nix; five reels; good; (Paramount); 10 and 15 cents; very good picture; full of action. S. S. Freed, Tivoli, Montreal.

**"MISS INNOCENCE,"** June Caprice; (Fox); five reels; good; Paramount; 10 and 15 cents; did big with this. S. S. Freed, Tivoli, Montreal.

**"THE FACE IN THE DARK,"** with Mae Marsh; Goldwyn; five reels; film in good condition; admission prices 10 and 15 cents; fair business with this picture; better than recent Marsh features. Royal Opera House, J. S. Smart, Port Hope, Ont.

**"BARBARY SHEEP,"** with Elsie Ferguson; Artercraft; six reels; film in good condition; appealed only to the best class of patrons; not enough action to suit others. J. S. Smart, Royal Opera House, Port Hope, Ontario.

**"A PAIR OF CUPIDS,"** with Bushman and Bayne; Metro; five reels; film in good condition; comedy drama and good story; fine photography; pleased patrons. Centre theatre, Ottawa, Ont.

**"BRACE UP,"** with Herbert Rawlinson; Universal; five reels; film in good condition; no competition; admission 10 and 15 cents; good picture with interesting question raised by it; some swift action; good attendance. Stevens and Lawson, Star theatre, Edmundston, N.B.

**"THE FACE IN THE DARK,"** with Mae Marsh; Regal; Goldwyn; five reels; film in good condition; good picture; everybody liked it. L. Kennedy, Lyceum theatre, Wingham, Ont.

**"THE RAINBOW,"** with Dorothy Benerd; Independent; six reels; film in bad condition; no competition; admission prices 20 cents; poor picture according to my patrons who did not like it; film was worn out; Lyceum theatre, T. Kennedy, Wingham, Ont.

**"MISS SLACKER,"** with Gladys Hulette; Pathe; five reels; film in good condition; story very good; dark photography; patrons very well pleased. Centre theatre, Ottawa, Ont.

**"HER BODY IN BOND,"** with Mae Murray; Bluebird; six reels; film in good condition; admission 10 and 15 cents; business grew bigger every night; a feature good enough for any house. Lyceum theatre, Galt, Ont.

**"ACE HIGH,"** with Tom Mix; Fox; five reels; good condition of film noteworthy; admission 10 and 15 cents; very good picture; full of action. Tivoli theatre, Montreal.

**"RICH MAN, POOR MAN,"** with Marguerite Clark; Famous; five reels; did fair business with this one; picture O.K. Walter H. Musson, Star theatre, Hespeler, Ont.

## NINE PICTURES ARE NOW IN WORK FOR WILLIAM FOX.

Nine productions are in work for release by the Fox Film Corporation.

In the West, "The She-Devil," under the direction of J. Gordon Edwards, is nearing completion. Tom Mix and his company have just gone to Prescott, Ariz., to film "The Two-Gun Man," and Gladys Brockwell is progressing with the picture of "The Strange Woman," the screen version of William J. Hurlbut's great stage success of the same name. William Farnum has completed "The Rainbow Trail."

In the East, Virginia Pearson is working on "Queen of Hearts," Peggy Hyland has started on "Marriages are Made," and Jane and Katherine Lee have begun on a play which bears the temporary title of "Go Get 'Em." Director Richard Stanton has begun on "Eyes of the Soul," an all-star production, and another Fox company has started on "Why I Would Not Marry." George Walsh, under the direction of his brother, R. A. Walsh, is working on a new picture temporarily named "How do You get That Wty,"

Original from

Don't Be Classsed  
As a "Dead One"

Send in Your Registration Cou-  
pon—Two More Weeks Yet.

The registration coupons continue to come in to the office of The Digest. The following is the latest list of enterprising Canadian exhibitors who have mailed their coupon, properly filled out with all necessary information:

Ralph S. Kiefer, New Music Hall, Alliance, Alta.

Tom J. Naylor, Naylor's theatre, Deseronto, Ont.

J. Frank Hall, chairman Oddfellows' Music Hall Committee, Lunenburg, N.S.

J. R. Bailey, Lyceum theatre, Galt, Ont.

C. E. Walker, Bijou Dream theatre, Digby, N.S.

Donald McRae, Empire theatre, Quebec City, Que.

T. W. Bailey, Empress theatre, Kamloops, B.C.

T. S. Laidman, Savoy theatre, Birtle, Man.

B. Stapleton, Centre theatre, Ottawa, Ontario.

Jethold Elliott, Lyric theatre, Moosomin, Sask.

George Cooke, Theatorium, Picton, Ontario.

R. D. Cumming, Ashcroft theatre, Ashcroft, B.C.

John Blohm, Bijou theatre, Chesley, Ontario.

W. E. Ferguson, Colonial theatre, Winnipeg, Man.

E. I. Reynolds, Ilo Ilo theatre, Cumberland, B.C.

A feature of The Digest's attempt to get a registration of the theatres of Canada was the co-operation shown by certain provinces and the utter lack of unity and co-operation displayed by other sections and cities of the Dominion.

A hearty response was received from the Maritime provinces. Not only did a large number of the exhibitors of the eastern provinces send in their registration coupons, but they also took time to write letters endorsing the idea, and wishing The Digest success in the undertaking.

The exhibitors of British Columbia also displayed the right spirit. Many of our western friends sent in their registration coupons, and also heartily endorsed the idea.

The response from Ontario and Quebec was disappointing. The response from two of the largest cities in Canada, Montreal and Toronto, was also disappointing. Winnipeg came across with a number of coupons, and showed the proper spirit.

According to the returns of the registration, The Digest is led to the belief that the most enterprising exhibitors—men who are interested in the betterment of their business—are to be found in the Maritime provinces and in British Columbia.

The plan to secure these registrations coupons has not met with the success it deserved. We are going to make a final appeal in a few weeks, and then will reluctantly be forced to give up the idea of securing a complete registration

We have accomplished one thing. We have on file the names and addresses of a bunch of the most progressive and alert exhibitors in Canada. We are going to use them as associate editors.

If you haven't yet sent in your registration coupon, don't be classsed as a "dead one." We'll expect a big flock of registration coupons for the next two weeks. Don't disappoint us.

J. Warren Kerrigan, with his company, moved into the Willis and Inglis studios this week and will continue to make pictures there for a long time to come, as the President and General Manager, Jesse D. Hampton, took a lease on the studio and a plot of ground adjoining the studio. Willis and Inglis made quite a number of improvements previous to the Kerrigan company's occupancy and Mr. Hampton has further additions and improvements in mind. He has one of the best equipped studios in Los Angeles.

SELL FOREIGN RIGHTS TO HAWORTH PICTURES.

Sam E. Rork, general representative of the Haworth Pictures Corporation, announces the consummation of important negotiations for the foreign rights to the series of eight Sessue Hayakawa productions.

The rights to the Hayakawa pictures in the British Isles have been sold to J. K. Walker of London, and the rights to Australia have been sold to Williamson.

"The price for which the Haworth productions have been sold," announced Mr. Rork, "is the highest figure ever paid for five reel pictures in the British Isles.

"Both deals include the entire eight productions which Hayakawa will make for the Haworth Corporation for release in this country by special arrangements and through the Mutual exchanges.

"Negotiations are now pending and nearly closed for the sale of the Hayakawa pictures in South America and important deals are now in progress for the rights in Japan.

"If it is necessary to retrench, do so in anything but publicity."

REGISTRATION COUPON

Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .



## TIMELY FILM GOSSIP FROM THE LOS ANGELES PICTURE STUDIOS

Edward Sloman, who is directing Margarita Fisher in her productions for the American Film Company, declares that you never can tell if you are right or wrong these days. Last week a fellow who had borrowed money from him until he had become a nuisance called at the studio to see Sloman, and the latter dodged him, not wishing to hand out again. The fellow came back the next day, and again Sloman was 'out.' Finally the fellow gave up in despair, and left a note for 'Ted,' and when the director opened it, a check fell out for the entire amount of the money the fellow had borrowed. After this close call, Sloman is now 'in' all the time.

Beatrice Joy has just been engaged to do another picture with J. Warren Kerrigan, and has already started in to work. This will be her second feature in support of the popular star, having appeared with him in "One Dollar Bid," which was taken from the famous novel "Toby." Beatrice wore an old southern costume in the last picture but in her present one will appear in modern clothes.

Henry King has returned from the desert at Santa Inez with his star, William Russell, and members of his supporting cast, where they have been taking some exterior scenes for the latest William Russell feature for the American Film Company, "When a Man Rides Alone." King says that camping out is lots of fun, but just the same it feels fine to get back home where he can be sure of a night's sleep on the old Ostermoor. He feels well repaid for the inconveniences they suffered on the trip, as they secured some excellent effects, and desert scenes.

Gloria Hope has had to take several tests of herself this week, and all due to the reason that she ran out of the make-up she has been using since she first went into motion pictures with Thomas H. Ince, nearly two years ago. Gloria went around to all the make-up stores, but was informed that there was none of the kind she had been using to be had, as no shipments had been received since the beginning of the war. There was only one thing left for Gloria to do, and that was to try several new make-ups until she got one near enough like the one she had been using. Strange to say, everyone who has seen her tests run off at the studio, declare that her new make-up looks even better than the old one. "It's an ill wind, and so forth."

Al. Ray had an exceptionally busy week. He has robbed a bank; lost three hundred dollars playing poker, and a few other things. No, he isn't in jail, although one would think that he ought to be after the above, but you see it was all done for "Somewhere in Kansas," the latest Enid Bennett Paramount film, in which Al Ray plays the male lead opposite the talented Australian star. Fred Niblo is directing the picture.

George Holt proved himself very popular with the members of the Monroe Salisbury company this week, even if he is the heavy in the feature. The company are on location at Pine Knott, and everyone began to complain about the coffee not suiting their tastes, so George spoke right up and said that he would make a trial portion for the bunch, and if they liked it, he would tell the chef how to make it. He made the trial order, and whether it went over with the company can be guessed by the fact that the chef learned to make it Holt's way, and there are nothing but words of praise for the coffee now.



SCENE FROM 'THE STILL ALARM'  
Released by Exhibitors Distributing  
Corporation, Limited

John Gilbert, the popular juvenile, is now at Oxnard, California, on location with the J. Warren Kerrigan Company. Gilbert has an exceptionally good part in the present Kerrigan feature, and is being directed by Ernest C. Warde. It was while working under Warde's direction that he scored such a big hit in Frank Keenan's Pathe feature, "More Trouble," which has received such wonderful notices throughout the country.

Winnifred Westover has been a very busy little lady since she returned from Santa Barbara, where she was for eight weeks, playing opposite William Russell in his two latest releases, "Hobbs in a Hurry," and "All the World to Nothing." Besides paying daily visits to her dressmaker, Winnifred has been visiting the auto dealers, and also house hunting, because she is to purchase a new car for herself, and also a new home.

Elmer Clifton, who is directing the Dorothy Gish productions, says that he learned a great deal from his acquaintance with the famous actor, Sir Herbert Beerbohm Tree, when the latter was in California making features at the Fine Arts studio. Sir Herbert took a great fancy to Clifton who was acting at the time and who showed such earnestness in his work. The two had many automobile drives together and Clifton did all the listening to his great advantage. He has a high idea of the late actor, and is a great admirer of his ideals.

Frances Burnham is well into her first picture with the Fox Company at their eastern studios, playing opposite the popular George Walsh. Frances likes her new job immensely, and says she gets a great many honest-to-goodness thrills watching George in some of the stunts he does before the camera. She says that when she has some rather risky stunt to do which she is not used to, she just thinks how easy it would be for George, and finds out that she isn't half as frightened as she imagined she would be.

Charles Ray has completed his latest Paramount feature, "The Sheriff's Son," and has started work on a film for the United States Government, to boost the Fourth Liberty Loan. Charlie has a special little story written for this film by John Lynch of the Thomas Ince scenario staff. Charlie wants the picture to be more than just an ad for Liberty Bonds. He had a story written that will entertain an audience, and yet bring home the idea of the bonds with a big punch as well.

The present series of articles on photoplay writing, which Will M. Ritchey is writing for the benefit of photoplay authors, real and near, is meeting with just as great success as the series he wrote nearly two years ago, when he was editor of the scenario department for the Balboa Film Company. These articles were published in the leading newspapers and magazines throughout the world, wherever motion pictures were shown. This week Ritchey has had a request from Japan, Spain and South America for a complete set of the articles on which he has been working. Ritchey is considered one of the ablest scenario men in the game, and knows this end of the photoplay game thoroughly.

Josie Sedgewick, the Triangle actress has been a busy girl of late. She has appeared with William Desmond in three pictures, one after another, the last two, "Wild Life" and "Beyond the Shadows," both showing this clever girl to advantage. As one director said recently, "Josie Sedgewick is always a safe bet."

Bessie Barriscale is enjoying a few days rest at Catalina Island and Howard Hickman, having cut and assembled their last feature, is there too. Howard is accumulating a tan and Bessie is endeavoring not to get tanned. They are expected to return soon with tales of fish caught and nearly caught, and they will bring back a new story ready for production at the Brunton studios.

## MARITIME PROVINCE MENTIONS

### Will You Be At Big Convention?

#### Every Indication Points to Big Film Gathering at St. John

The invitations have been sent out for the third annual convention of the Motion Picture Exhibitors' League of the Maritime Provinces of Canada, which will be held in Halifax, Sept. 18 and 19. To quote the secretary's letter: "Numerous important subjects relative to the welfare of the industry will be discussed." Those who partook of hospitality of the Halifax members at the first convention will be among the first to urge exhibitors and all interested in the motion picture game to attend. It is urged by the executive at Halifax that all who propose attending should make their intention known as the accommodation in Halifax is very limited just now. I have not heard how many exhibitors and managers expect to go to the meetings but hear that L. E. Ouimet, without whom no gathering would be complete, will be on hand. Mr. Ouimet is always an interested hearer and an interesting speaker.

Halifax, N.S.—The committee in charge of arrangements for the 3rd annual convention of the Motion Picture Exhibitors' League of the Maritime Provinces, which is to be held in this city on Tuesday and Wednesday, the 17th and 18th of this month, are making great efforts to make this event a huge success in every way. Secretary J. M. Franklyn is in receipt of communications from nearly every member of the league signifying their intentions of being present. Each of the advertising concerns have announced that they will have a member of their executive in attendance. Representatives of the leading trade journals such as The Billboard, Moving Picture World, M. P. News, and The Digest will be on the job, and from an attendance standpoint the convention is assured of being 100 per cent. strong. While as yet, no official programme has been mapped out, it is pretty certain that the business and welfare of the league will occupy a greater portion of the programme than at previous conventions. Several natty problems, such as the 52 weeks, non-cancellation contract, the tax question, condition of film, and other important items of predominating import to every theatre manager and owner will be thoroughly threshed out. The social end of

the meeting is also receiving careful attention from the committee and will consist of a banquet to the visitors from the local exhibitors, sight-seeing trips, private parties, and all the other trimmings that go to make up a successful affair of this kind. Already a large number of the out-of-town visitors are making reservations for accommodation and from the present outlook the 3rd annual convention of the Motion Picture Exhibitors' League of the Maritime Provinces looks like a tremendous success from every viewpoint.

#### PUT SERIAL OVER BIG.

"Hands Up" the latest Pathe serial offering had its premier Canadian presentation at the Casino theatre on Friday and Saturday, August 30th and 31st, and was the means of attracting extraordinary crowds to the big local picture house. Manager Macadam, with an unique and original advertising campaign which included extensive newspaper space, billboard advertising, home-made screen announcements, and the assistance of the local chapter of the Daughters of the Empire in a ticket selling stunt, succeeded in smashing the house record, which up to that time had been held by Chaplin's "Dog's Life."

## MR. CANADIAN EXHIBITOR!

Your Patrons often having asked for

"CANADIAN MADE MOVING PICTURES"

Here is your opportunity to make good with them.

ARRANGE TO BOOK—

# "FREIGHT 249"

PRODUCED IN CANADA BY

*The* ADANAC FILM COMPANY Limited

With an All-Canadian Cast of Characters

Distributed by

## EXHIBITORS DISTRIBUTING CORPORATION LIMITED

Rialto Theatre Building

TORONTO, ONT.

# WESTERN CANADA FILM NEWS

From JOHN J. CONKLIN  
Dramatic Editor  
The Winnipeg Free Press

Winnipeg, Sept. 6—Harry Allen, one of the well-known Allen family, a cousin of Jay and Jule Allen, was in the city on a visit. Mr. Allen's headquarters are in Calgary and he is the travelling representative of the company.

"Italy's Flaming Front" has been secured by the First National Exhibitors and will be screened in Winnipeg this month. This is one of the most highly recommended of war films.

"The Belgian" has been secured by the Lyceum for September screening. "Eyes of the World" will be shown at the Starland and the great production "Ramona" will also be seen at the Lyceum.

Very tasty interior decorations continue to make the foyer in the National attractive. French paper, ladies' dress mirrors, velvet curtains and new illuminations make it cosy and warm for the coming season.

A vote is being taken among exhibitors whether to issue the next Chaplin feature, "Shoulder Arms," in one five-reeler or two three-reelers. Manager Jernberg, of the Province, votes the later suggestion.

A mistake was made in stating in this column that Fox Standard Pictures are not coming into Winnipeg in future. It is the Fox regulars that have been cancelled, but these are being replaced by the Victory Pictures which have among their stars, Tom Mix, George Walsh and Gladys Brockwell. The First National distribute these in the west as well as Fox Standards.

Manager Davis, of the Dominion, has no doubt as to the drawing power of "Hearts of the World" to extend over three weeks. The advance sale is very large, and the first week was a large success. An orchestra of 14 arrived from Toronto to tour with the picture in the west.

The Province management has not decided on the opening picture. Among those under review are Cecil DeMille's latest, "Till I Come Back to You," "Tempered Steel," "Italy's Flaming Front," Nazimova's "Revelations," Charlie Chaplin in "Shoulder Arms."

George Graham, manager and lessee of the Avenue theatre, Portage Ave., has decided to spend \$3,000 on a more attractive entrance. Mr. Graham has brought the Avenue up from a 5-cent theatre and poorly attended at that, to a 15 and 20-cent house and paying large returns at that figure. Fox Standard pictures are largely screened here. Mr. Graham owns two suburban houses, the Classic and the Star, which are also paying.

Manager Morton, of the Monarch, who has leased the adjoining theatre on Portage Ave., the New Majestic, opened the house on August 31st to a large attendance, screening Charles Ray in "Playing the Game." The Majestic was the third picture house to open in Winnipeg, and for years it held the premier position owing to its attractive front and its spacious interior. It has one of the finest screens in the city.

Manager Williamson, of the National, has made the front and the interior of the theatre spick and span, the paint brushes and the decorative art being

the means to attain the desired end. The official war films are going well at this house.

"Damaged Goods," had another phenomenal run recently in Winnipeg. Manager Wills, of the Rex, ran it a week at his house, which is one of the Allen houses, and then leased the Monarch down town for three days while he screened the sequel, "Race Suicide" at the Rex. Good money was made on these features.

There are 31 moving picture houses now running in Winnipeg. The lower priced suburban houses feel severely the 15-cent-a-reel tax, but by judicious buying of pictures and the generous help of the exchanges, were able to keep open all summer. Now that the cooler weather has come the outlook is brighter.

Up to date the Government tax levied by the Manitoba Government has not yielded the returns anticipated by the Provincial Treasurer, Hon. Edward Brown, in his budget speech delivered last February. He then figured on \$150,000 to \$200,000 revenue, but it has fallen to date, the first five months, below half the first figure. Cooler weather may boost it.

A handsome marquee will be erected over the entrance to the Lyceum theatre on Portage Ave. This theatre has the best matinee location in the city, and crowds are always in attendance in the afternoon.

The Dominion theatre this fall will put in an 8-piece orchestra in addition to their organ, to provide patrons with the aesthetic side of theatre life.

## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**POSITION WANTED**—A young lady who is a capable pianist, and who understands "playing the pictures," would like a position in a Toronto Moving Picture House. Address replies to Miss Richardson, care The Digest. 3t

**MOVING PICTURE OPERATOR** open for engagement. Several years' experience in operating and managing theatres. Box 814, Orillia, Ont.

**EXPERIENCED VIOLINIST** Orchestra leader with accompanist, open for engagement anywhere in Canada. Large repertoire for pictures. Address M. Verney, 229 Wellington St., Sherbrooke, Que.

**WANTED**—Cellist open for position in moving picture orchestra; have had the necessary experience to make good; Write A. Cornell, 82 Bolton Ave., Toronto, Ontario.

**WANTED**—Pianist for good western Ontario theatre. In replying state salary and all other particulars. This will be a good permanent position for the right party. Apply Box G. W. care The Digest.

**FOR SALE—CHEAP**—One Fort Wayne Compensant, 60 cycle, 115 volts; in good condition; or will trade for two 14-inch Magazines, for No. 6 Powers' Machine. Address Majestic theatre, Biggar, Sask. 12

**WANTED**—Violinist at once; must be A1 sight reader; playing light and standard music; night work only; salary \$25.00 per week. Fred R. Pursel, Lyric theatre; Simcoe. 23

**WANTED**—For Griffin Opera House Orchestra, Chatham, Ont., Violinist, at once, (Pianist is leader); great chance locate here; other musicians write; state lowest salary. W. H. Fletcher, manager, or Harry Hirst, leader. 23

**FOR SALE**—A ticket chopper in good condition; apply to Star theatre Co., London, Ontario. 2

**WANTED**—Position as manager of moving picture theatre in Ontario. Thoroughly qualified, with splendid experience; what have you to offer? Apply Box H, The Digest, 326 Spadina Ave., Toronto. 23

**WANTED**—Pianist for the Regent theatre, Guelph, Ont. Here's a steady position for the party who can qualify; must thoroughly understand playing the pictures intelligently. Apply, with all particulars to Mr. Davidson, manager the Regent theatre, Guelph, Ontario. 23

The Classified Advertisements in The Digest keep growing in number, every issue. There's a reason. They bring results.



## Releases in Toronto and Montreal for Week Ending Sept. 14th

### TORONTO RELEASES.

#### FAMOUS PLAYERS.

"The White Man's Law," Sessue Hayakawa; five reels.  
 "Fedora," Pauline Frederick; five reels.

#### FOX.

"Blue Eyed Mary," June Caprice; five reels.  
 "Joining the Tanks," Mutt and Jeff comedy; one reel.

#### GENERAL FILM.

"Troubled Waters," Crystal comedy; one reel.  
 "DeBug of Tildy," O. Henry series; two reels.  
 "Triple Trouble," Charles Chaplin comedy.  
 "Banff National Park," Essanay scenic; one reel.

#### MONARCH

"The Safety Curtain," Norma Talmadge; five reels.

#### MUTUAL

"Like Mother Made," Strand comedy; one reel.  
 "Impossible Susan," Margarita Fisher; five reels.  
 Screen Telegram; one reel.

#### REGAL

"The Trap," World Picture; Alice Brady; five reels.  
 "Opportunity," Viola Dana; Metro; five reels.  
 "Until They Get Me," Triangle; Pauline Stark; five reels.  
 "Money Mad," Goldwyn; Mae Marsh; five reels.

#### SPECIALTY FILM IMPORT.

"Her Man," Elaine Hammerstein; six reels.  
 "Nipped in the Bud," Toto comedy; one reel.  
 "Hands Up," serial; two reels.  
 Pathe British Gazette; one reel.  
 Pathe News; two-a-week; one reel.  
 British War Office Official News Weekly; one reel.  
 Allied War Review; one reel.

#### UNIVERSAL.

"A Bum Bomb," Nestor comedy; one reel.  
 "Cupid vs. Art," Alice Howell Century comedy; two reels.  
 Universal Current Events; one reel.  
 Universal Animated Weekly; one reel.  
 Universal Screen Magazine; one reel.  
 "Danger Ahead," Helen Gibson; Western; two reels.  
 "Fires of Youth," Bluebird; Ruth Clifford; five reels.  
 "Bread," Mary MacLaren Special Production; five reels.  
 "Housecleaning Horrors," Lyons and Moran star comedy; two reels.

#### VITAGRAPH

"A Nymph of the Foothills," Gladys Leslie; five reels.  
 "A Lady in the Library," Drew comedy; last release; one reel.  
 "Capers and Crooks," Big V comedy; one reel.  
 "A Fight for Millions," serial; two reels.

### MONTREAL RELEASES.

#### FAMOUS PLAYERS.

"Fedora," Pauline Frederick; five reels.  
 "The Pursuit of Polly," Billie Burke; five reels.  
 "She Loved Him Plenty," Mack Sennett comedy.

#### FOX FILMS.

"Her Price," Virginia Pearson; five reels.  
 Mutt and Jeff Cartoon.

#### GENERAL FILM.

"The Wooing of Riley," Kate Price; two-reel Wolfville comedy.  
 "The Knock Out," Doll comedy.  
 "Little Miss Grown Up," Gloria Joy; five reels.

#### INDEPENDENT SUPPLY.

"The Inevitable," Anna Q. Nilsson; five reels.

#### MUTUAL

"Her Friend the Enemy," Strand comedy; two reels.  
 Screen Telegram.

#### VITAGRAPH

"The Highest Bidder," Alice Joyce; five reels.  
 "Their Agreement," Mr. and Mrs. Sidney Drew comedy.  
 "Mutts and Motors," Big V comedy.  
 "Fight for Millions," episode No. 9; "The Escape."

#### UNIVERSAL.

"The Geezer of Berlin," Alice Howell; two-reel travesty.  
 "Play Straight or Fight," Helen Gibson; two reels.  
 "Bawled Out," Alice Howell; two reels.

#### SPECIALTY FILM IMPORT.

"Moral Suicide," special; seven reels.  
 "More Trouble," Frank Keenan; five reels.  
 "Hands Up," Ruth Roland and George Cheseboro; "The Phantom and the Girl"; two reels.  
 "Two Scrambled," Harold Lloyd comedy; one reel.  
 History of the War; No. 23; one reel.  
 British Official War Office News; one reel.  
 Pathe British Gazette; one reel.  
 Pathe News; two-a-week; one reel.  
 Official Allied Review; one reel.  
 "Britain's Bulwarks," one reel.

## Our Want Ads Bring Results!

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay *you* to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—just ask!

**The Screen Classics Inc.**  
**Production**  
**with**

---

Oh, East is East and West  
is West ;

And never the twain shall  
meet ;

Till Earth and Sky stand  
presently

At God's Great Judgment  
Seat.

---

---

---

*The Great*

**NAZIMOVA**

*You saw her in "Revelation" --- you  
saw her in "Toys of Fate" --- Now see  
her in her most marvellous success*

**"EYE FOR EYE"**

---

---

**A mighty drama---Majestic as the rising Sun o'er the desert!**

**Truly a Triumph of the Silent Art**

**REGAL FILMS LIMITED**

**TORONTO  
WINNIPEG**

**MONTREAL  
CALGARY**

**ST. JOHN  
VANCOUVER**



WILLIAM FOX PRESENTS

*The*  
**BLINDNESS**  
*of*  
**DIVORCE**

From the celebrated New York stage success  
300 nights in New York  
12 months in London  
One year in Paris —



**F O X**  
FILM CORPORATION

**HIGH SOCIETY**



EP 25 1918



## Is The Digest Read?

A little appreciation now and then  
is relished by the best publications

"We have been almost flooded with letters concerning "Canada's Work for Wounded Soldiers", presented by the Department of Soldiers' Civil Re-Establishment, which proves conclusively that THE DIGEST is read by The Exhibitors of Canada. We congratulate THE DIGEST and add, long may it be read."

J. R. McKENNEY,

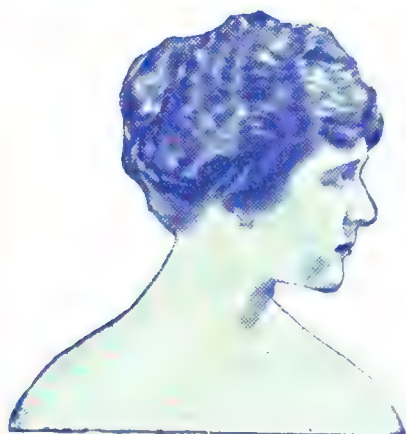
Ass't Gen. Mgr.

Canadian Universal Film Co., Ltd.  
Toronto.

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



"She asked for BREAD and you  
gave her Pearls"

## MARY MACLAREN

The American Beauty of the Screen

in

# "BREAD"

Latest—

## UNIVERSAL SPECIAL PRODUCTION

A Great Vital Drama of Stage  
Life, Wealth and a Care-Free  
Young Millionaire.



Book "BREAD" Now—It is "The Staff of Life"

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



# Program Post Cards For Exhibitors

**Something New!**

**Something Different!**

**Something Unique!**

We are now ready to offer to the Canadian exhibitors a series of beautiful cards imprinted with a magnificent half-tone picture of the leading stars of all film companies.

The reverse side of the card is blank, and you can print your house program on this side of the card. They make a souvenir worth keeping and your patrons will carry them home and preserve them.

The card is larger than the ordinary postal card. It measures  $4\frac{1}{4} \times 6\frac{3}{4}$  inches. This leaves plenty of space on the card for your weekly program.

You will find a sample enclosed with your copy of The Digest. If you don't get your sample, drop us a postal and we will send you one.

**LISTEN!**— We will also print your weekly program on the reverse side of this post card at the extra price of \$1.50 for the first thousand, and \$1.00 for every additional thousand, and guarantee delivery within 48 hours from receipt of order.

## THE PRICES ARE RIGHT

1000 to 5000 **\$3.50** Per Thousand

Larger Quantities **\$3.00** “ “

### POST CARDS IN STOCK OF THE FOLLOWING STARS:

#### REGAL STARS

Evelyn Greeley.  
Mary Garden.  
Mabel Normand.  
Maxine Elliott.  
Bessie Barriscale.  
Carlyle Blackwell.  
Rita Jolivet.  
Ethel Clayton.  
Alice Brady.  
Madge Evans.  
Barbara Castleton.  
Madge Kennedy.  
Mae Marsh.  
J. Warren Kerrigan.  
Henry B. Walthall.  
Louise Glaum.  
Montagu Love.  
Kitty Gordon

June Elvidge.  
John Bowers.

#### PATHE STARS.

Baby Marie Osborne.  
Mrs. Vernon Castle.  
Harold Lloyd.  
Bryant Washburn.  
Bessie Love.  
Gladys Hulette.  
Frank Mayo.  
Creighton Hale.  
Pearl White.  
Antonio Moreno.  
Fannie Ward.  
Florence Reed.  
Frank Keenan.  
Ruth Roland.  
Leon Bary.

#### UNIVERSAL STARS.

Pauline Frederick.  
Clara Kimball Young.  
Marguerite Clark.  
Dorothy Dalton.  
Douglas Fairbanks.  
Dorothy Phillips.  
Mae Murray.  
Ruth Clifford.  
Mary MacLaren.  
Monroe Salisbury.  
Harry Carey.  
Priscilla Dean.  
Carmel Myers.

#### FAMOUS PLAYERS' STARS.

Norma Talmadge.  
Alice Brady.  
Billie Burke.  
William S. Hart.  
Mary Pickford.  
Elsie Ferguson.  
Constance Talmadge.

#### FOX STARS.

Theda Bara.  
Jane and Katherine Lee.  
George Walsh.  
Virginia Pearson.  
Tom Mix.  
Miriam Cooper.  
Jewel Carmen.  
William Farnum.  
Gladys Brockwell.  
Peggy Hyland.  
June Caprice.  
Charlie Chaplin.  
Dustin Farnum.

## DOMINION EMBOSSING & PRINTING CO.

326-328 Spadina Ave.

Phone College 1633

TORONTO, CANADA



Lloyd Carleton Productions  
*Presents*

# MOTHER I NEED YOU

A picture story which begins in the Garden of Eden, passes through the Valley of the Shadow, bridges the Gulf of Time, wends its way among many hearts where tears and smiles abound and comes out at last upon the Sunlit Heights,  
*with*  
Enid Markey, Edward Coxen and a cast of screen celebrities

ERNEST SHIPMAN - 17 WEST 44<sup>th</sup> ST. NEW YORK

There's a reason for this picture



Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

EDWIN FRAZEE  
COMEDIES

FRAZEE IS A PAST GRADUATE  
IN KEYSTONE COMEDIES AND HE  
IS NOW WORKING FOR FRAZEE.

# THE HAUNTED HOUSE

NOTHING IS SO  
FUNNY AS A  
GHOST WHEN IT  
IS SCARING THE  
OTHER FELLOW

STATE RIGHTS  
OPEN MARKET  
EXCLUSIVE FRANCHISE

Ernest Shipman

17 WEST 44<sup>TH</sup> ST. NEW YORK CITY  
430 SO. BOWAY. LOS ANGELES CAL



"BEAT IT KID! THE HOUSE IS HAUNTED!"

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

# The Agony of Guessing Wrong

"IT is agony," an exhibitor writes us, "when you pass up a good one and see your competitor doing the business with the stuff you should have booked.

"I'm fixed O. K. now, though. I'm playing all the

## Paramount and Artcraft Pictures

(Nationally Advertised)

so my competitor has the agony  
---not me."

Be a 100% Exhibitor. Book all  
the Paramount and Artcraft Pic-  
tures.

Let the other fellow worry.

CANADIAN DISTRIBUTORS

## Famous Players Film Service Limited

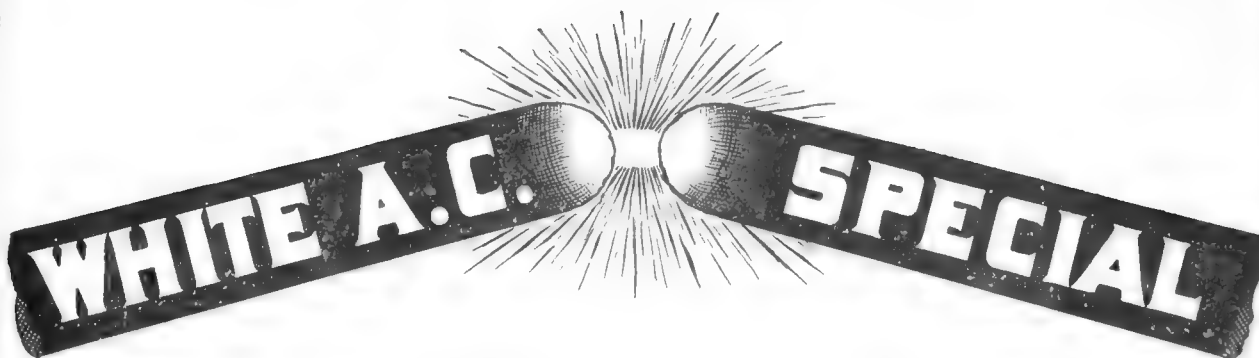
TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers





## MOTION PICTURE CARBONS

### Give Perfect Alternating Current Projection

The advance of modern motion picture photography has exerted a marked influence on modern projection. The exhibitor is selecting his light source with great care. The following requirements must be fulfilled by the light source in order that the picture projected on the screen be pleasing to the eye:

1. The light must be such that the finest variations of high lights and shadows shall be perfectly recorded on the screen, every object depicted in perfect detail.
2. The flexibility must be great enough to compensate for the varying densities of films made under different conditions of lighting.

The White A. C. Special Carbons fulfill these requirements in every particular. They give a strong, pure, white light of high intensity which brings out the gradation of tone in the picture, noiseless and flickerless operation, and a rugged light source not affected by any slight changes in voltage. No change of equipment necessary.

### Silvertips For Direct Current Projection

Silvertips combine satisfactorily the features of steady arc and maximum brilliancy.

WRITE TODAY FOR OUR CIRCULARS

**CANADIAN NATIONAL CARBON CO., Limited**

Toronto - - - Ontario

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 12

SATURDAY, AUGUST 21st 1918

Published Weekly on Saturday  
by the

**Canadian Moving  
Picture Digest**  
Publishing Company

Head Office:  
326-328 Spadina Ave., TORONTO  
Telephone College 1633.

**RAY LEWIS**  
Editor

**HARRY J. MANHEIM**  
Business and Advertising Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Building  
Bleury Street  
**C. W. LANE**, Representative

**NEW YORK OFFICE**  
Room 804, 17 West 44th Street  
**ERNEST SHIPMAN**, Representative

**LOS ANGELES OFFICE**  
430 South Broadway  
**MISS RUTH BUCHANAN**  
Western Representative

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin,  
Ottawa Evening Journal  
**ST. JOHN, N.B.**  
Alice Fairweather,  
St. John, Standard

**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
**WINNIPEG, MAN.**  
John J. Conklin, Dramatic Editor  
The Free Press  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**  
Forms Close Tuesday Night

## GETTING ACQUAINTED

**B**Y their fruits shall ye know them." The new editor of The Digest believes in this quotation, and will let The Digest do the talking. It has also been said that a man is known by the company he keeps and the books he reads. This quotation has a universal application. A house is known by the pictures it exhibits, and an exchange by the pictures it handles. Let's all "put on a front," and place our best foot forward.

## INDUSTRY PLUS ART, PLUS ADVERTISING

**O**NE of the most powerful magnates of Finance was heard to say: "The moving picture business is one of the greatest industries in the world to-day." The Digest agrees with this master-mind of finance and further adds that the moving picture business has within it the potentialities of becoming one with the finest arts.

It is essential to rid oneself of the fallacy that anything is over the heads of the people.

That which is good is easily understood.

Give your public, Mr. Exhibitor, an opportunity to pass judgment on what they want, and you, Mr. Exchangeman, give your exhibitor what he says his public demand.

Artistic creations have always found a good market or art would have long gone out of use. Each century sees it as young as ever. Make your business artistic for "A thing of beauty is a joy forever." There are more people get the habit of looking up than looking down. The easiest thing in the world is to make money. It is much harder to learn how to make friends. The successful business man is the man of whom it is said, "He is a fine fellow to do business with."

Remember the moving picture business is here to stay. It is still in its infancy and its capacity for growth is unlimited. Grow with it or you will not be able to handle the child. The man who gets the business is the man who "gets busy." Opportunity may knock at your door but the wide-awake man keeps his door wide open and advertises the fact.

George Cohan, one of the most successful showmen, said, "It pays to advertise." we always gave George credit for knowing a heap.

If you "have the goods" tell it to the world and tell it strong. Respect the other fellow's opinion and he will respect yours.

## Pickford Contract Is Not Signed Yet

### Offer from First National Now Under Consideration.

Despite the constant rumors that Mary Pickford had signed a contract with the first National Exhibitors' Circuit, it was definitely stated a few days ago that she had not signed the contract as yet and that neither had the First National officials affixed their signatures. Until the contract is signed there cannot be any definite statement regarding the future activities of the star.

Word received from the Coast showed that Miss Pickford had received offers from other exhibitor organizations for her services, but that none of the offers made her had received anything more than casual consideration at this time. It was stated, however, that Miss Pickford would produce no more than six pictures during the coming year.

She is about ready to start on her first production and Charles Miller, who is at present directing "Wilson or the Kaiser" for Metro, has been asked to go west to direct Miss Pickford's coming productions.

It is said that from one offer she has received, the star would get something like \$400,000 a production, which would mean that on six productions her income would be \$2,400,000.

## Splendid Theatre In Peterborough

### Wm. Dineen of Toronto is in Charge of a Beautiful House In That City

The Grand Opera House of Peterborough, Ont., has recently been remodeled at large cost and is now a thoroughly modern show shop in every sense of the word. The theatre will play both road attractions and pictures. Peterborough being half way between Toronto and Ottawa, stands a good chance of securing for a night's performance, many of the leading travelling companies.

The theatre will have capable and efficient management. Mr. William Dineen, late of the Strand theatre in Toronto, will have charge of the moving pictures and vaudeville. Mr. W. F. Turner will manage the road attractions. A six piece orchestra will be under the skilful baton of Mr. Rupert Gliddon. Mr. E. Crowe will act as stage carpenter, Walter Noyes will be property man, while Mr. E. Graham, who was formerly with the Strand theatre in Toronto will be the operator in charge of projection.

#### Theatre Is Refitted.

Since the close of the last theatre season, the Grand Opera House, which seats 1,500 people, has undergone extensive repairs. The inside has been thoroughly cleaned and renovated and considerable re-painting has been done. Besides extensive decorations have been added, also many general improvements,

utilities and novelties, all in the way of adding to the comfort and convenience of the many regular and appreciative patrons. The new floral decorations, consisting of roses, sweet peas, and other flowers are quite extensive and are attached to the electrical fixtures and placed over the radiators on both sides. At the rear of the theatre, as you enter the pit, a new trellis work has been erected with floral boxes of daffodils all the way around.

New chintz curtains have been hung at the fire-exits and the rear of the theatre. New electrical fixtures have been placed in the lobby and down and up-stairs, on the lower floor and in the balcony. Four new oscillating electric fans have been placed in the pit to ensure the proper degree of temperature. A new Heintzman & Co. piano has been installed for the use of the orchestra. A new picture screen of the very latest type has also been placed, the idea being to render possible the securing of the very best projection possible. Besides, the latest devices have been added to the new projection machines in the theatre, so as to have everything in connection with the showing of pictures, strictly up to date and first-class in every particular.

#### Lady Ushers.

One departure in the operation of this theatre this season will be the employment of a staff of young ladies to act as ushers, all of whom will be arrayed in white uniforms.

#### DOING THEIR BIT.

### Messrs. Jule and Jay J. Allen Exhibit "Hearts of the World" To Soldiers.

One of the most stirring and convincing war-time pictures by general opinion is "Hearts of the World." It possesses that "Touch of nature which makes the whole world kin." It represents life, love, and for its background takes the greatest setting this civilization has ever known, the battlefields of France.

Through the courtesy of Messrs Jule and Jay J. Allen, "Hearts of the World" was by special arrangement with Mr. E. Elliott of the Military Y.M.C.A. exhibited to all the soldiers at Camp Niagara, Niagara-on-the-Lake.

Needless to say "Hearts of the World" proved a treat, not only to the soldiers, but the officers and their friends, for even the most blasé moving picture fan must pronounce it as "Great."

Messrs. Jule and Jay J. Allen not only sent over the film, but sent additional pieces of music to enlarge the orchestra stationed at the military Y.M.C.A. in camp. Extra operators, machines and operating booth were furnished guaranteeing a first class run of the picture.

There are endless ways of helping to Win the War and the Allens deserve much praise for the manner in which they have been looking after the soldiers stationed throughout Ontario and in the convalescent hospitals. Their staff has been instructed to look after the soldiers. Films are supplied to the various hospitals throughout Ontario. Three extra shows to the Whitby Military Hospital and special shows to the Base and Davisville Hospitals.

## Fox to Issue Eleven Pictures in September

Eleven big productions are scheduled for release in September by the Fox Film Corporation.

There will be three big, timely pictures, "The Prussian Cur," "Why America Will Win" and "Queen of the Sea"; three Standard Pictures, William Farnum in "Riders of the Purple Sage," Theda Bara in "When a Woman Sins" and an all-star production, "The Caillaux Case"; two Victory Pictures, "Mr. Logan, U. S. A.," starring Tom Mix, and Gladys Brockwell in "Kultur," and three Excel pictures, Peggy Hyland in "Bonnie Annie Laurie," Virginia Pearson in "The Queen of Hearts," and Jane and Katharine Lee in "Swat the Spy."

## Lotz To Denver As Select Manager

### He Was Formerly Canadian General Manager for General Film.

Beginning September 4th, Select's Denver branch will come under the management of H. E. Lotz, who makes his first appearance as a member of Select's force on that date. During the last year Mr. Lotz has been, first, Special Representative of the Triangle Film Corporation.

Previously he had been Canadian General Manager for the General Film Company, with headquarters at Montreal, having worked up to that position two years after his start with the General, as roadman out of the Seattle exchange.

These changes leave Select Pictures Corporation unusually strongly entrenched on the Western Coast.

#### A NEW FRIEND.

We have received word from Mr. H. Hemmings, of the Empress theatre, North Battleford, Sask., "Please put me on your mailing list. Have been out of the world for a year and don't know just what's doing. A sixty thousand dollar building, including a first class house is being erected for me in North Battleford, Sask."

We wish Mr. Hemmings much success and thank him for his year's subscription to The Digest.

#### "THE BETTER 'OLE."

Arrangements have just been completed for the initial showing in Ontario of this well-known English film production, "The Better 'Ole," and this film and story was adapted from Bruce Bairnsfather's cartoons, and is being looked forward to with keen interest. The initial performance will be offered at an early date, and the first showing will be to the patients of the Military Hospital at Whitby, by courtesy of Jule and Jay Allen.

Francis X. Bushman and Beverly Bayne, co-stars of the Metro production, "A Pair of Cupids," have a real pair of twins to play the part of the cupids.



# MONTREAL AND QUEBEC NOTES

The last gun has been fired in the price-raising controversy that has been raging in this city in respect of the moving picture houses. The upshot is that all the houses mentioned in the last issue of *The Digest*, including the New Grand, about which there was some doubt at the time, have raised their prices of their admission by a nickel, this amount to include the charity tax. Early last week a report was printed in the Montreal morning papers that the Imperial also had raised prices, but this was most emphatically denied by Manager Conover who stated that "it was absolutely misleading and without foundation in fact as far as the Imperial theatre was concerned." He further denies that there was any meeting with that specific object in view at his theatre, as has been stated in the report.

Mr. Conover replied to this statement by saying that "there was no formal meeting of moving picture house managers at all. A few of the managers and agency heads were discussing the matter informally, but I told them that so far as the Imperial theatre was concerned I could take no steps in the matter, as it was one for the owners of the house to deal with. Not only was no decision reached so far as the Imperial was concerned, but so far as I know there was no agreement arrived at whatever in any formal way."

The latter part of Mr. Conover's statement showed that he was not fully informed of the facts, though it's probable that at the time of speaking which was early in the week, what he said may have been correct. As a matter of fact, however, the managers of the other west end theatres did get together with the result that all the straight picture houses, west of Bleury and some others in other parts of the city, came to an agreement to raise their admission prices by a nickel, this to include charity tax.

The final result is that the majority of the leading picture houses of Montreal have raised prices as from last Sunday. At the same time exhibitors have more than made up for the increase by greatly improving the class of show they are providing patrons. In this they are being well seconded by the exchanges who recognize that the old penny dreadful and dime thriller stuff doesn't go any more. A glance at the type of picture offered in our advertising pages, taken at random, will prove this contention up to the hilt. Although the cost of pictures coming to exhibitors from the States, has increased up to fifty per cent., what with taxes and increased cost of production in every direction and though the exhibitor is being taxed as never before in this province, yet competition is so keen that no house manager can last long unless he shows the very best and this is recognized by the majority.

Last Monday, the new Allen theatre in Notre Dame de Grace, a suburb of this city opened with a flourish of

trumpets, and, thanks to a big campaign of publicity in which considerable money was spent, played "Hearts of the World" to packed houses. A twenty-piece symphony orchestra accompanied the production which evidently pleased the large audiences attracted. "Hearts of the World" will, it is understood, run for three consecutive weeks at the Allen theatre at prices ranging from \$1.50 to 50c evenings, and from \$1.00 to 25c at matinees. When it is taken off, the prices at this house will be 30c and 20c.

Mr. H. C. LaMarr has been appointed house manager of the new Allen theatre in Notre Dame de Grace, Montreal, and has been given an assistant to carry on the management of the Allen theatre in LaSalle which he handled prior to the opening of the other this week. He is in charge of the two theatres, but will concentrate largely on that in the west end of the city.

Mr. LaMarr is a young man but for that reason it is not to be supposed that this is his first serious venture into big management. He is well known throughout Ontario as an exhibitor and commenced as long as 12 years ago in Brantford, thence passing to other cities and having a long and favorably known career in Toronto. To those who may have thought otherwise, it might be mentioned that the Allen interests are not in the habit of confiding their theatres to amateurs, as the way the publicity campaign of the Allen theatres here have been conducted, has amply proved.

To those exhibitors here who may have been suffering from heart shock at the sudden explosion of the Allen theatres "in our midst" lately, there is no sedative in the news that the same enterprising people are contemplating, and

\*\*\*\*\*  
\* **Film Offerings in Montreal** \*  
\* **This Week** \*  
\*\*\*\*\*

## LOEW'S.

"The Pursuit of Polly," with Billie Burke.

## NEW ALLEN

"Hearts of the World," Griffith production.

## IMPERIAL.

"Till I Come Back to You," DeMille production.

## NEW GRAND.

"The Witch Woman," with Ethel Clayton.

## STRAND.

"His Birthright," with Sessue Hayakawa.

## HOLMON.

"Love's Law," with Gale Kane; and "Sinking of the Lusitania."

## TIVOLI.

"Doing Their Bit," Jane and Katharine Lee.

have in fact, I am told, already secured the site for the erection of a monster theatre, to put all others in the shade, somewhere between Bleury and Peel. It will not necessarily be on St. Catherine street, but it will be near enough to make no difference. It really begins to look as though Montreal will be an honest-to-goodness show town before another year is up.

As showing the big demand for anything new and good in Montreal, there is the fact that the advance sales for the new Allen theatre showed the house sold out for the two solid weeks ahead before the opening of the show on Monday with "Hearts of the World." At the prices charged which were equivalent to those for vaudeville or at the legitimate theatre with plays and musical comedies, this constitutes a record for this city. It is probable that "Hearts of the World" will run longer than the three weeks originally scheduled.

A letter has been received by the Specialty Film Import from the British Ministry of Information through their representative in Canada, Mr. C. F. Crandall, managing editor of the Montreal Star, asking that the British War Office Official News, issued weekly, should be exhibited each week throughout the Dominion by every theatre in Canada. Specialty Film Import are already showing this film in over 300 theatres, but there are still close to 400 which are not showing. They are getting in touch this week with the remaining theatres and the British Ministry of Information is further asking that in every case where a theatre is not using these films, the reason for this attitude should be furnished, in order that any special objections that may have arisen locally may be obviated. There is every reason to believe that within a few weeks there will scarcely be a theatre throughout the Dominion that is not exhibiting these films.

All the Canadian battalions at front are shown so clearly and in such detail in famous Canadian Regiments in France, that friends, relatives and sweethearts of soldiers "Over There" will easily be able to recognize those they know. The first release took place this week at the Imperial theatre here and was a decided hit.

The Francais theatre on St. Catherine street is still dark with no immediate prospect of this former vaudeville and picture house being used in the near future.

L. E. Ouimet, of Specialty Film Import, and a few others from here attended the Halifax Moving Picture Men's convention this week.

Manager Fogarty, of the Casino theatre, Ottawa, was in town last week.

Sam Gibson is now working with the General Film Corporation here.

## War Time Exhibitors' League Elect Officers

War Time Exhibitors' League elected the following officers for the coming year:

W. McKay, St. John, N.B., president; R. J. McAdam, Halifax, vice-president; W. H. Golding, St. John, N.B., secretary; J. G. B. Metzler, Halifax, treasurer; W. W. O. Fennetty, Fredericton, N.B., vice-president for New Brunswick; J. F. O'Connell, Halifax, N.S., vice-president for Nova Scotia; J. J. Gaudet, Charlottetown, P. E. I. vice-president for Prince Edward Island.

## Toronto Paper Is Very Enterprising

### Wm. Gladish Inaugurates Photoplay Dept. in The Daily News

Announcement has been made by the Toronto Daily News of the appointment of W. M. Gladish as Photoplay Editor of the paper. This development is in line with the policy of the Daily News to devote considerable attention to the moving picture field and the newspaper has rapidly advanced to the position of being one of the leading publications of Canada insofar as its moving picture department is concerned. Some time ago the Daily News invented an advertising directory that now occupies a whole page of the Saturday dramatic section. This was followed up by the establishment of a daily directory under the caption of "To-day at the Movies." This feature now occupies almost a column of the paper each day. Then, to make the paper still more solid with exhibitors, moving picture fans and others, the decision was reached to publish a distinct moving picture news section each day with a special spread on Saturday. Mr. Gladish of Toronto was the man chosen to handle this news feature.

It is the aim of the Photoplay Editor of the Daily News to publish nothing but news and to make his column as different as possible to any other newspaper moving picture department. Important exchange news of general interest, personal items about local exhibitors, condensed news of stars, local theatre changes with breezy comment, reviews of current attractions at the large theatres, and a questions and answers department are among the features which are being developed. It is the intention to localize all items as much as possible, which means that press agent effusions are being rewritten.

## New Majestic Theatre, Montreal Has Big Opening

Allen's new house in Montreal opened last Monday night with "Hearts of the World." The new Majestic has a seating capacity of 1,200 with prices ranging from fifty cents to one dollar and a half. The house was filled to capacity and the picture went over big.

## EXHIBITORS DISTRIBUTING CORPORATION, LIMITED, HIGHLY ELATED OVER RETURNS.

Exhibitors Distributing Corporation, Ltd., makes the following statement: "The Chaplin and Mack-Sennett comedies have passed all our expectations. Arrangements have been completed for a series of 'Fatty Arbuckle' comedies, to be released at the rate of one every second week.

"We will also soon release 'Berlin via America' with Francis Ford.

"Mitchell Lewis (Star of 'The Barrier') in 'Nine Tenths of the Law' and the great Drury Lane melodrama, 'The Still Alarm.'

"We are looking for big returns from these big releases."

## REGAL STARTS SOMETHING.

In order to make sure of the question of censorship the Regal have brought the complete ten episodes of "Hand of Vengeance" in at one time and are sending them through all over the Dominion for censorship. Once released the exhibitors will encounter no difficulties. This is the first time any company has ever brought in all episodes of a serial prior to release.

## PHILOSOPHICAL PHIL.

Phil Kauffman was heard to say, "Never regret leaving a position if you are going to something better.

"Never hold on to a position through sentiment. Sentiment will not buy shoes.

"The man who becomes too big for his position should get another.

"The man who isn't big enough for his position will be asked to get another."

## "Get the Picture" Fox Motto

In his endeavor to give exhibitors the best picture possible, William Fox spares no expense. "Get the Picture" is the motto. This is exemplified in the making of "Peg of the Pirates," in which Miss Peggy Hyland is starred. "Peg of the Pirates" needed ships and water scenes and alongshore business. Now, everyone acquainted with pirate lore knows that the coast of South Carolina was one that had many a true setting for the real thieves of the sea. It was there that Blackbeard made many of his raids on shipping to and from Europe. It was in the city of Charleston that Blackbeard received his pardon from a governor who accepted his gifts and who afterward died of grief when his connection with Blackbeard was exposed after Blackbeard was killed in a battle with the Virginia naval men. That was in November, 1718.

Therefore Charleston meant the exact atmosphere required for "Peg of the Pirates." So Miss Hyland and about sixty members of the cast, the camera men, propertymen, office force, and carpenters were sent to Charleston.

## Regent Opens at Galt, Ontario

### "My Four Years In Germany" Plays to Capacity

The Paramount Theatre Co., Ltd., opened the Regent theatre at Galt, Ont., Wednesday, Sept. 18th, with "My Four Years In Germany." The House has a seating capacity of 1,000 and prices are 25c. Notwithstanding the heavy rainfall, many were turned away, every seat being sold. Mr. Aronson of the Regal accompanied by Mr. Nathanson attended the opening. Many comments were heard in reference to the improvements made in the house, which was almost entirely remodeled. "My Four Years in Germany" made its usual tremendous impression.

## Mutual Film Has Big Fall Outlook

### Canadian Headquarter To Be Moved From Montreal To Toronto

Mr. O. R. Hanson, travelling supervisor of the Mutual Film Corporation, with headquarters in Chicago, was in Toronto this week conferring with Mr. James Travis, manager of the Toronto branch of the Mutual. Mr. Hanson and Mr. Travis left later for Montreal on Mutual business connected with the resignation of Mr. Basil Horsfall, the eastern Canadian representative of Mutual. Mr. Horsfall has gone to the States to join the U. S. Government's Division of Film. It is understood that the Canadian headquarters will be moved from Montreal to Toronto.

Mutual business in Canada has been especially good, and the prospects for fall are exceedingly bright judging from the number of contracts already signed for Mutual service by the exhibitors in Ontario, Quebec, and the Maritime provinces.

Some big things for Mutual are under way, and it is said that announcement of great importance to the Canadian film trade will shortly be made.

## FINE MUSIC AT SHERBROOKE THEATRE.

It is interesting to learn that Mr. Bayeur, manager of the Premier and Princess theatres in Sherbrooke, Que., has secured the services of Prof. Marcel Verney and his entire orchestra, which for the past year has proved to be a great drawing card in the opposition house, the Casino theatre. Prof. Verney introduced in Sherbrooke the correct musical interpretation of the pictures, and the same high standard of music to the patrons of the Princess is assured. The orchestra commenced its engagement a few weeks ago. Mrs. Amanda Dennison is pianist. Prof. Verney is a graduate of the Paris Conservatoire and a composer of splendid ability.

Every knock isn't a boost, if you want to boost don't knock.

Original from

NEW YORK PUBLIC LIBRARY

# TORONTO AND ONTARIO TOPICS

## A BUFFALO VISITOR.

Mrs. Jewel, of the Pathe office in Toronto, was in Buffalo over the week-end last week.

Miss Madge Bloomer, late of the Super-features, Ltd., offices in Toronto, has taken a position with the Specialty Film Import, Ltd., in its Toronto office.

## CURRY IN DETROIT.

Mr. L. A. Curry, who for some time has been sales representative in Ontario for Universal, has been transferred to the Universal office in Detroit, Mich.

## BUCK LEAVES UNIVERSAL.

"Jerry" Ruck who has been on the road throughout Western Ontario for Universal has left the Universal fold, and is now with the latest film exchange, Exhibitors Distributing Corporation, Ltd.

## COLLETON IN NORTH BAY.

Mr. John Colleton, manager for the Toronto office of the Specialty Film Import, Ltd., was in North Bay on business early this week. The new Pathe sales policy is meeting with a cordial reception in Ontario among the exhibitors, and the Pathe features are said to be splendid box-office attractions.

## GREAT BUSINESS IN WINNIPEG.

The Digest has received a communication from Harry Price, who is now the branch manager for the Regal Films Limited, in Winnipeg. Harry left Toronto some time ago to take charge, and is doing splendidly. He states that the outlook for fall business with Regal is great, and that the contracts are coming in at a splendid rate. Price wishes to be remembered to all his Toronto friends.

## HAD THRILLING EXPERIENCE.

Joe Gabarino, of the Odeon theatre, Toronto, and Charles Ramage, the hustling sales representative of the Fox Film office, were up in the wilds of Muskoka a few weeks ago enjoying a well-earned vacation. Existence had just become a little tame, when Dame Nature staged a real nasty squall on Mary Lake. Mary became all mussed up. It so happened that Joe and Charlie were getting acquainted with Mary at the time the squall struck her placid bosom. Both film men were thrown from the sailboat when the craft capsized, and for a short time they were placed in a very dangerous and uncomfortable position. Ramage lost his watch, and other personal effects. "It's a great life if you don't weaken," says Joe.

## "TOOTS" IS VERY BUSY—IT WOULD SEEM.

William H. "Toots" Caldwell, of the Lyceum theatre, Galt, Ont., was in Toronto this week on business. "Toots" is now secretary, general manager, and president of the Caldwell Cider and Preserving Co., the Caldwell Vinegar Co., the Caldwell Pickle Co., the Caldwell Catsup Co., the Caldwell Apple Butter Co., and many other food products concerns. Toots says that the outlook for business in his new line is great.

## JOE BRANDT IN TORONTO.

Mr. Phil. Hazza, the Montreal manager for Universal, and Mr. G. A. Margetts, the local manager from St. John, arrived in Toronto early this week for a consultation at the head offices with Mr. Hague, the Canadian general manager, and Mr. Joe Brandt, assistant treasurer and general manager of the Universal Film Mfg. Co., of New York. Mr. Brandt, who is on one of his hurry-up visits to several of the American Universal exchanges, decided to drop off in Toronto on his way to Detroit and talk over the film situation with some of his Canadian men. The fall and winter business for Universal in Canada never looked brighter according to Universal officials. Mr. Hazza states to The Digest that business in his territory has been splendid with a great outlook for more business this season, while Margetts says that things in the Maritime provinces are booming. While in Toronto Mr. Brandt took occasion to gather together all the salesmen in the Toronto office and tell them many interesting selling facts and pointers concerning the coming Universal output.

## KAUFFMAN SUCCESSFUL.

Mr. Maurice Kauffman, special representative of the Famous Players in Ontario, is making wonderful progress and success according to reports received from various exhibitors throughout the country.

## LAURIE VISITS TORONTO.

Mr. Archie Laurie, whose clever lobby display work is well-known to readers of The Digest was in Toronto from Montreal last week calling on his Toronto friends. Mr. Laurie is advertising manager and lobby expert for the Midway theatre in Montreal.

## BEN GELDZEALER REACHES ENGLAND.

The friends of Ben Geldzealer who was formerly with the Famous Players and who was successful in attaining his commission with the C.O.T.C., Toronto, will be glad to learn that he has already reached England with his battalion.

## FAMOUS PLAYERS HAVE MANY CALLERS.

Exhibition time seems to be the time for out of town managers to visit Toronto, combining business with pleasure. Mr. Mason, of Ingersoll, came in and closed for the new policy of Famous Players. Mr. McCutcheon, Oshawa, Mr. Gordon White, Scott's Opera House, Galt, Mr. J. S. Smart, Port Hope, Mr. Walsh, Home theatre Windsor, Mr. Odum, Grand Opera House and Hippodrome, St. Catharines, were among the many callers at the offices of the Famous Players.

S. B. Taube, of the Famous Players was also not forgotten. Among his visitors were Mr. W. P. Dewees, Rex theatre, Vancouver, and Mr. H. J. Allen of Calgary.

## A DECIDEDLY CLASSY ACT.

Mr. John F. Weber and Miss Evelyn Solrell, the two vocalists who made such a decided hit at the Regent and Oakwood theatres in Toronto, have been filling an engagement at the Lyric theatre in Simcoe, Ont. They were so well received that they were engaged for an additional week. Mr. Fred R. Pursel, manager of this Simcoe house, writes to The Digest that these singers pleased his patrons immensely, and declared that it was a very classy act. He urges other exhibitors to get in touch with this pair and give them an engagement as they are great business builders at the box office.

## ALL-ROUND SOLDIER AND SPORTSMAN MAKES GOOD.

Lance-Corporal Dan Freeman, who was formerly with the Regal Films in Western Canada, has been doing wonderful stunts with his battalion in the line of athletics. He has already won several boxing championships, and silver cups during the Military Tournaments in the Toronto Exhibition, and in the Bayonet championships, he has certainly been doing his share, while his brother, Sergt. Harry (Dinge) Freeman has also been cleaning up his weight as a boxer, and when the American battalion was visiting over here at the exhibition, boxing bouts were arranged and Sergt. Freeman played his man after the first run.

## ONTARIO EXHIBITORS' ASSOCIATION.

### TAKE NOTICE

Out of town members are cordially invited to use the Club Rooms, 143 Yonge street, over His Majesty's theatre, for headquarters when in Toronto. Leave your baggage, bring your friends for a rest and chat. Get on good terms with our secretary. Tell him your grievance about the business. You will find him a good fellow.



**Have  
You  
Booked  
These  
Big  
Box-  
Office  
Goldwyn  
Pictures?**

**GERALDINE FARRAR**

IN

**"Turn of the Wheel"**

**MABEL NORMAND**

IN

**"Peck's Bad Girl"**

**TOM MOORE**

IN

**"Just For To-Night"**

---

If you have not yet signed a  
Goldwyn Contract, do so now  
and get these pictures early.

Write us today for particulars  
---don't delay.

---

**Monarch Film Company**  
Limited

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL

EXTRA SELECTED PHOTOPLAY



FANNIE WARD

IN

**"A Japanese  
Nightingale"**

From the well-known book and  
stage success.

A sure guarantee of crowded  
houses.

BOOK NOW!

SPECIAL

"A six-reel picture that really gets under  
your shirt"---(Wid's)

Elaine Hammerstein

IN

**"HER MAN"**



Adapted from "The Battle Cry", the novel by Chas. Neville Buck,  
Directed by Ralph Ince---Make arrangements at once.

SPECIALTY FILM IMPORT Limited

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY

**A close-up view of every Canadian Soldier  
Fighting for Democracy is shown in  
our weekly release of---**

# **“Famous Canadian Regiments in France”**

**The First Reel Shows—**

## **The 43rd Canadian Infantry Battalion**

**Better known as the (Cameron Highlanders of Canada) and**

## **The 8th Canadian Infantry Battalion**

**(90th Winnipeg Rifles)**

**Everyone will patronize theatres showing these films.**

**DO NOT DELAY---BOOK AT ONCE AND ADVERTISE BIG**

---

**What has BRITAIN done since the  
beginning of the War?**

# **“Britain’s Bulwarks”**

**will show to your patrons the enormous task done by our Mother  
Country. A series of twelve one-reel pictures that will meet the  
approval of everybody.**

**Branches:**

**ST. JOHN**

**CALGARY**

**VANCOUVER**

**TORONTO**

**MONTREAL**

**WINNIPEG**

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

Digitized by **Google**

Original from  
NEW YORK PUBLIC LIBRARY



**The Perfection of Western Atmosphere**

# **Wolfville Tales**

*By* **ALFRED HENRY LEWIS**

Dramas from the lives of the red-blooded.  
Tales from the rich store of complications  
in the border town of Wolfville, as lived  
by its picturesque and lovable characters.  
Stories of strength and action, with the  
high light of true, native humor over all.

Give Your Public These Admirable Characters;  
Already Famous in Literature:

"FARO NELL"	"OLD MAN ENRIGHT"	"SILVER PHIL"
"CYNTHIANA"	"SAL"	"TEX THOMPSON"
"CHEROKEE HALL"	"RILEY"	"THE DEACON"
"MRS. RUCKER"	"AARON GREEN"	"TALKY JONES"

No Audience Ever Tires of Them.

## **WOLFVILLE TALES**

Released on the Broadway Star Feature Program  
Alternating with O. Henry Stories

---

**GENERAL FILM COMPANY** (Canada) **Limited**

**MONTREAL**  
6 McGill College Ave.

**TORONTO**  
172 King St. West

## Fox Film Men Talk Over Policy

### They Also Listen to Splendid Addresses on "Salesmanship"

A pleasant and profitable gathering of Fox Film men was held at the St. Charles Hotel in Toronto early this week. It was a sort of convention or round-table discussion of the new fall selling plans and policies of this wide-awake film organization. Mr. Vincent McCabe, district manager for Eastern Canada, was in the chair, and those who attended were Mr. Leo DeVaney, the Toronto branch manager, and his sales assistants from the Toronto office, Mr. Maurice West, the genial manager of the Montreal office, and Mr. W. J. Irvine, vice-president of the Canadian branch of the National Cash Register Co.

A full discussion of the new fall policy was held, and many interesting topics relative to the alert Fox organization in Canada were brought up. A pleasing feature of the gathering was the most interesting address given to the Fox men by Mr. Irvine of the National Cash Register Co. Mr. Irvine took as his subject "salesmanship," and his remarks, coming from a recognized Canadian authority on the subject, were very helpful.

There exists a splendid spirit of co-operation among the Fox employes in Canada, which is reflected in the manner in which they are ready to serve the needs of the exhibitors. Fox business in the Dominion is growing at a rapid rate, and the outlook for the 1918-1919 season is certainly encouraging.

### "SAUCE FOR THE GOOSE."

The third in her succession of screen presentations of noted stage successes is Constance Talmadge's August Select Picture, "Sauce for the Goose," in which she is presented by Lewis J. Selznick. This brilliant comedy was first seen in America as a starring vehicle for Grace George and scored instant success. "Sauce for the Goose" is the collaborated work of Geraldine Bonner and Hutcheson Boyd. The screen adaptation was done by that expert scenario writer, Julia Crawford Ivers, who has succeeded in translating to the screen one hundred per cent. of the entertainment latent in the original comedy.

In "Sauce for the Goose" Constance Talmadge is presented as Kitty Constable, the sprightly young wife of a no less sprightly husband (played by Harrison Ford). Kitty has a mind of her own, and is quite capable of turning an embarrassing situation to her own account when she has been flirting with one of her husband's friends in a spirit of going the errant "hubby" one better. "What is sauce for the goose is sauce for the gander" is axiom on which the piqued wife of a neglectful husband has been acting. Highly amusing are the complications into which she almost constantly thrusts herself and her co-plotters.

## Last Call For Canadian Moving Picture Exhibitors

GET YOUR REGISTRATION COUPON IN. JOIN THE THROG OF "WIDE-AWAKE" MANAGERS.—LET US HELP YOU TO HELP YOURSELF. IT IS THE LITTLE THINGS IN LIFE THAT COUNT.

THE DIGEST IS IN DEAD EARN-EST, IT IS THE CONNECTING LINK BETWEEN THE EXHIBITOR AND EXCHANGE. DON'T BE "THE MISSING LINK."

FALL IN LINE; THIS IS BUT THE

BEGINNING OF BIG THINGS.

FILL OUT THE REGISTRATION COUPON NOW AND SEND IT IN.

DO YOU WANT GOOD PICTURES?

ARE YOU INTERESTED IN CANADIAN MOVING PICTURE NEWS?

ARE YOU IN THE GAME TO STAY?

WE ARE GOING TO PUBLISH A MANAGERS' DIRECTORY, WE WANT YOUR NAME.

When the country goes dry, if it does, it won't bother Harry Carey, Universal's prize cowboy star, a bit. At least the Red Cross Salvage Department will swear it won't. The other day he turned into their junk collection twenty-four empty soda pop bottles.

"The Bargain True," a Saturday Evening Post story by Nalbro Bartley, has been chosen as the next starring vehicle for Ruth Clifford. Elsie Jane Wilson has been selected by Bluebird to direct Miss Clifford in this coming production.

### REGISTRATION COUPON

Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .

# STORIES OF THE PLAYS AND PLAYERS

## MABEL SWATS THE FLY GOOD IN "PECK'S BAD GIRL."

Something startling has to happen when a fly chooses a bald head for a landing spot while Mabel Normand is around, even if the owner of the hairless pate is the chairman of the village school trustees and the scene an important meeting of the board in the schoolhouse. True to form, things do transpire during the incident in Mabel Normand's latest Goldwyn Picture, "Peck's Bad Girl," by Tex Charwate, released September 9.

Of course, Mabel's prank brings the school meeting to a riotous conclusion, as the sheriff and constable, who happen to be present at the session, give chase and fail to catch her—as they always have failed in the past. Hiram Hall, Mabel's victim, at once proposes to those remaining that steps be taken to shift Mabel off to the House of Correction, but his plan goes the way of all others that have had for their purpose the banishment of the playful girl.

## PRETTY PEGGY HYLAND. SHE IS PRETTIER THAN EVER IN "PEG OF THE PIRATES."

"Peg of the Pirates" gives Miss Peggy Hyland a wonderful opportunity to display her versatility. Refused permission to marry the man of her choice, she is carried away by bold buccaneers and her adventures on board the pirate ship furnish no end of interesting situations. After discovering the secret hiding place of their treasure she is rescued by her true lover and taken back to her home where she is married and lives happily ever afterward.

## "SMILING SAMMY" A NEAR STAR.

Smiling Sammy, the colored lad who has been so prominent in recent Baby Marie Osborne pictures made by Diando attains almost stellar importance in "Winning Grandma," the Baby Marie picture released by Pathe. To see this little tike beating up the beautiful grand square piano in the house of a wealthy grand dame is a circus in itself.

## ANOTHER GOLDWIN WINNER.

## Geraldine Farrar Scores Heavily in "The Turn of the Wheel."

Advance comment from those who have seen "The Turn of the Wheel" makes it plain that this production is to be regarded as the most powerful vehicle Miss Farrar has had in all of her motion picture career. It is a thoroughly modern drama, with scenes that give the star an opportunity to wear a score of her most striking gowns and which provides her with a role more strikingly dramatic than any she has yet essayed. This production was directed by Reginald Barker, who also is supervising "The Hell Cat,"

another Farrar picture.

"The Turn of the Wheel" tells a vivid tale of love and mystery. Love wins because of love's faith; and in spite of the most damaging circumstantial evidence clears the loved one from stain of guilt.

Miss Farrar is supported by a splendid cast including Herbert Rawlinson and Violet Heming.



Katheryne Harris Barrymore and  
Henry Kolker in "The House of Mirth."

## NEW WOLFVILLE TYPES.

"The Deacon" and Hope Grayson Introduced in "The Heir of the Broken O."

In the current Wolfville tale by Alfred Henry Lewis, two new characters are added to the highly interesting population of the famous border town of fiction. "The Deacon," considered the most harmless of the inhabitants, disposes of a double-dyed bad man, and the fact that he has no reputation as a shooter makes it appear outrageous to the citizens. They pursue him to the hills with intent to lynch, believing that this amateur could not have vanquished anyone except by treachery. Hope Grayson, the girl at Mrs. Rucker's, dining room slavey though she is, turns the trick that proves the "Deacon" to be innocent of the suspicion and she also proves the means of making the young man happy in love and wealthy in more material possessions. Patricia Palmer, who has played "Faro Nell" in many of the Wolfville Tales, is Hope, while R. N. Bradbury, who also directed the picture, plays the hero. This picture more than any preceding Wolfville Tale, depends upon the dramatic for its punch, and a great many thrills are introduced. It is believed by the producers to be one of the best of the series.

## LOCKWOOD BEGINS WORK IN NEW METRO VEHICLE.

Having completed "Liberty Loan Jimmy," a patriotic film made in the interest of the Fourth Liberty Loan, Harold Lockwood began work in a new Metro starring vehicle written especially for him by Finis Fox.

No title has been chosen for the story which is romantic in character, with a timely patriotic theme for its motif.

The picture is being made under the direction of Henry Otto, who has joined the Lockwood organization to alternate with managing director Edwin Carewe in the production of future Lockwood vehicles. Mr. Carewe recently completed "Pals First," a screen version of the stage success of the same name. "Pals First" will be distributed by Metro under the banner of Screen Classics, Inc., and will be an early forthcoming release.

## NEW EBONY RELEASES

## Several Lively Comedies Produced as Addition to General Film List.

A budget of new Ebony Comedies, the one-reel offerings with colored players featured, which are released semi-monthly through General Film Company, will be seen during this month and October. Among these are "Catastrophe Cassie," "Love and Bricks," and "Cool Heads and Hot Feet." A new standard in production has been achieved in recent releases by the Ebony Company, with the fun element developed in a manner marked by finish and cleverness.

General Film Company finds the popularity of these novel subjects not only holding but gaining.

## CONSTANCE TALMADGE IS WORKING ON HER SECOND SELECT SERIES

Word has come from Constance Talmadge's studio at Hollywood, Cal., that she is ready to start on the third picture of her second Select Series, in which she is presented by Lewis J. Selznick.

Miss Talmadge is now well ahead of her schedule, as there is still Mrs. Lefingwell's Boots" to be distributed following "Sauce for the Goose," the first picture in the series, which has just been released.

"In Sauce for the Goose" Miss Talmadge has the part of a young wife who finds a way to repay her literarily inclined husband for deserting her for a woman whose taste is more in keeping with his literary pursuits. It is the kind of comedy that has placed Constance Talmadge's name far in the lead of all other comedienesses of the screen, and one in which she is expected to surpass even her former great successes in "Up the Road With Sallie," and "A Pair of Silk Stockings."



## ADVANCE NOTICES FROM THE EXCHANGES

### UNITED FILMS CORPORATION— SHOW FIRST PICTURE.

United Films Corporation, of Los Angeles, is making a bid for popularity in filmania by offering as its first effort a mystery picture which has been given the sensational title "The Crime of the Hour." Just what this crime is the advance notices fail to elucidate, but an anxious and expectant public is assured by the press agent that "The Crime of the Hour" deals with the international question which is claimed by the governments of the United States, Great Britain, France and Italy to be almost as menacing as Kaiserism.

Into this warp of mystery has been woven a woof of love story sweet as "Peg o' My Heart," powerful as "Adam Bede," human as "Camille," sensational as "Three Weeks"; and the fact that the picture was directed by Thomas Ricketts, master builder of "Damaged Goods," would seem to guarantee a production of merit as Mr. Ricketts will not tie his scarf to any standard that does not represent excellence.

United Films Corporation is an organization of rich men who have set out to produce a series of features each with a powerful theme back of it—a theme of world interest along constructive lines that will help to re-adjust national life after the war as well as to help WIN THE WAR. No money will be spared to make all releases artistic triumphs.

"The Crime of the Hour" is in seven reels. A preview of the picture was shown at Behymer's Trinity Auditorium. There were 2,000 people present at the initial showing, an ex-governor of California, district attorney, the mayor and city fathers, clergy, educators and club members, and a large sprinkling of producers, directors and motion picture stars.

The consensus of opinion was that "The Crime of the Hour" is one of the most interesting pictures projected upon the screen for some time.

The policy of the United Films Corporation is to exploit their pictures on the open market under the guidance of Ernest Shipman.

### EDWIN FRAZEE COMPLETES "THE HAUNTED HOUSE."

Edwin Frazee, who has just completed the first of his franchise mystic two-reel comedies, entitled "The Haunted House," states that the time has come for the radical departure in the making of two-reel comedies.

"Crooked to the End," "The Village Vampire," and other Keystone successes made under Frazee's able direction, were the most successful pictures of their day, but Frazee intends keeping abreast of the times and tuning his product to the call of the hour.

Frazee is a past graduate in Keystone comedies and he is now working for Frazee.

Program distribution has its limitation and Frazee has decided upon the open market as the best field of exploitation, and after considering propositions of the various New York firms, capable of handling product of this nature successfully, he has signed contracts with Ernest Shipman, who will hereafter be sales manager for the entire Frazee output.

"The Haunted House" is now available for September sales, and a Frazee mystic comedy will appear once a month hereafter.



FRITZI BRUNETT  
Bluebird Star

### POPULAR TOM MOORE STARRER IN "JUST FOR TO-NIGHT."

"Who is that mysterious gent?" asked Tom Moore of Charles Giblyn, the director, a week after work was started on "Just for To-night." "He surely has me guessing."

"Oh, you'll find out in time," answered the director. The evasive reply appeared to satisfy the Goldwyn star, but not Lucy Fox his leading woman, who was standing by.

"At least I ought to know the identity of the strange-looking man I have to deal with in these mysterious meetings at night on the lawn," was Miss Fox's way of trying to make the director divulge the secret.

For ten days the identity of the man of mystery remained a secret to all except Goldwyn's casting director. Mr. Moore and Miss Fox now know who he is, but insist he is as much a mystery as ever to them. Lean and lank, with the face and garb of an undertaker's assistant, no one who sees "Just for To-night" will deny he is truly a mysterious being.

### MARY MACLAREN DARES CAMERA TO TELL THE TRUTH.

The closest close-up ever taken in a motion picture is shown in "Bread," Mary MacLaren's latest Universal production. In one scene her eyes cover the entire screen.

The motion picture camera is relentless and it required a truly beautiful pair of eyes to inspire Ida May Park, the little lassie's director, to attempt a close-up of them alone.

Mary's eyes have a very desirable quality of "come hither," with an occasional flash of "I dare you" and a pinch of "I'll kill you if you do" for safety. They are sky-blue, large, and fringed with thick lashes.

Then there is Mary's hair, Mary's lips, and Mary's adorable chin, not forgetting Mary's youth. No wonder Mary dared the camera to tell the truth.

### PATRIOTIC PEGGY.

#### She Wouldn't Waste Flour Even for Motion Pictures.

According to the scenario Miss Peggy Hyland is called upon at one point of "Peg of the Pirates," to whiten herself with flour so that the pirates will think she is dead. The scene was made in Charleston, South Carolina.

When it came to using flour Miss Peggy, who is thoroughly English and intensely patriotic refused to use the flour.

"Get chalk," she demanded. "The soldiers need every bit of flour. We can't afford to waste even a pound."

The property man took the flour away and brought chalk.

### MARION DAVIES READY TO START ON THIRD SELECT PICTURE.

#### Will be Seen in a Role Decidedly Different from Anything She Has Ever Done.

Select Pictures Corporation has received word from Marion Davies, who is sojourning in the White mountains and the Berkshires, that she will return to New York in about two weeks, ready to commence work on the filming of her third Select Picture. This picture will immediately follow "The Burden of Proof," which is now being cut and titled for release during September.

During the photographing of "The Burden of Proof" it was necessary to take the company back and forth between Newport and Washington a number of times. When the picture was completed Miss Davies was so fatigued that her physician ordered her to the New England mountains for a month. She is now feeling fit once more, and states that she will take up her new fall work with added zest.

The chief trade-mark to put on your theatre is that of satisfaction to your patrons.

# MARITIME PROVINCE MENTIONS

## A BEAUTIFUL THEATRE.

J. M. Franklyn, of the Strand theatre, Halifax, announces that the formal opening of his new theatre in Sydney, N.S., will take place Monday, Sept. 16th with appropriate opening ceremonies. The Strand, from all accounts, is destined to be one of the finest of Maritime theatres, being modern and up-to-the minute in every respect, incorporating the latest appliances for the safety and comfort of its patrons, and the presentation of the artistic performances that Mr. Franklyn counts on offering the people of Sydney. The Strand has been erected at an expenditure of over \$65,000 and has a seating capacity of over 800, and is a one-floor house. Powers 6B machines a 50-50 Hertner Transvertner, and the newest aids to perfect projection have been installed in the projection room, which will be under the direction of Robert D. MacKay, a projectionist of ability. A symphony orchestra of eight members has been secured and it is Mr. Franklyn's intention of making his musical settings an important feature of the new house. The orchestra will be situated on the stage in a beautiful rose garden setting, the work of John Brinnin, scenic artist at Franklyn's local house; the beauty of the stage will be further enhanced by a massive electrical fountain, the finest in Canada. The policy of the house for the present will be special film productions, one concert act and high class orchestral settings, three changes a week. Harry L. Beaman, better known to the trade as "Big Chief One Sock in the Wash" who has been connected with the Franklyn enterprises in St. John and Halifax has been selected as manager of the new house. Here's wishing Mr. Franklyn and Mr. Beaman the greatest of success in their new venture, and I am sure those are the sentiments of each and every Maritime exhibitor.

## SPENCER MAKES PURCHASE.

The latest development in St. John is suggested by the purchase of a fine property in Charlotte street by F. G. Spencer, the site of the Unique theatre, which he has been operating for ten years, unquestionably the finest in the city for theatrical purposes. This lot extends, it is said, almost through to the next block with rights of way to Germain street. Mr. Spencer, I understand has also taken over the Strand theatre in Truro and will use it in conjunction with the Princess, the two houses varying their policies.

Mr. Spencer, who seems to be a rather busy man these days, is spending some time this week in Toronto on business in connection with his state-right picture "Damaged Goods" which he has purchased for that province and Quebec. The ban has not yet been removed by censors in either of these provinces; in every other part of Canada the picture has, I understand, been very successfully exploited.

## IMPERIAL CELEBRATES ANNIVERSARY.

There are several things of note this week. The Imperial is celebrating its fifth anniversary of the opening of the theatre. For the first three days "M'liss," with Mary Pickford, is to be the attraction and for the last three days of the week "The Blue Bird" will surely draw large crowds. The windows of the theatre already show the blue birds in flight across the large space of the windows. A tag day for the Navy League was, as usual, assisted by the theatre managers who thus helped to raise the \$18,000, total result. At the four city houses members of the Y.W.P.A. were allowed to collect, (the Lyric, Imperial, Unique, and Opera House).



**DOROTHY PHILLIPS**  
Universal Film Co. Star

## HE BELIEVES IN MUSIC.

Eddie "Yank" Lynn, of the Casino theatre, Sydney, N.S., has a new musical director in the person of Miss Jean Crow (I suppose I should have said directress), a former member of the Fadettes of Boston, and who lately has been occupying the position of 1st violin at the Casino's sister house in Halifax. And by the way, Eddie sure has some little musical organization at his house, in addition to Miss Crow, two or three other members of his orchestra are

artists of recognized ability. Mr. Strong is a concert pianist and composer of international repute, and Mr. Hopkins was for some years cornet soloist with the Coldstream Guards Band in England. Mr. Lynn is a firm believer in music as a valuable asset to a picture programme, and his belief is backed by the phenomenal business enjoyed by the theatre.

Mr. H. H. McArthur, of the Lyceum theatre, Charlottetown, was in town Friday of this week and states that he has closed his theatre for a few weeks prior to moving into new and more centrally located quarters.

Mr. A. J. Mason, of Wolfville, is in town at present. He sent some flowers to his wife so that she would allow him to prolong his stay another few days.

"Hands Up," Pathe's latest serial, featuring Ruth Roland, is in very great demand and the Pathe office is finding a great deal of difficulty in arranging dates for their customers.

Mr. Danson, of Springhill, was a recent visitor in St. John, making his annual trip to the film exchange centre. While here Mr. Danson was congratulated upon the arrival of a son.

Mr. L. E. Ouimet and Mr. J. H. Thibert, of the Specialty Film Import, expect to attend the convention at Halifax.

"The Yellow Ticket," Pathe's great feature production, starring Fanny Ward, played to exceptionally big business at the Casino theatre, Halifax, this week and has been booked for a second run at the Imperial theatre in the same city.

The Gaiety theatre in Fairville has reopened, having been closed for ten days for repairs.

Mr. C. L. Smith, of the Opera House, Campbellton, W. R. MacLaren, of Grand Falls, and W. W. O. Fenety were in town this week arranging for their fall service.

Matt Nolan, of Glace Bay, recently lost a Pathe feature and after two weeks of fruitless searching the films were found in the Glace Bay street car barns. That is a new one on us all.

No less than fifty-six reels of Pathe film are shown to soldiers in the Maritime provinces each week. The boys must like the Pathe pictures.

Mr. Louis Connor, of Black's Harbor, has reopened his theatre and is now running Mutual.

Some exhibitors are running their theatres like the fellow who showed "The Great Train Robbery" as a side-show in a vacant store. Get 'em in, that's all.



## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**WANTED**—Pianist for good western Ontario theatre. In replying state salary and all other particulars. This will be a good permanent position for the right party. Apply Box G. W. *Dare The Digest.*

**WANTED**—Violinist at once; must be A1 sight reader; playing light and standard music; night work only; salary \$25.00 per week. Fred R. Pursel, Lyric theatre, Simcoe. 23

**WANTED**—For Griffin Opera House Orchestra, Chatham, Ont., Violinist, at once, (Pianist is leader); great chance locate here; other musicians write; state lowest salary. W. H. Fletcher, manager, or Harry Hirst, leader, 23

**WANTED**—Position as manager of moving picture theatre in Ontario. Thoroughly qualified, with splendid experience; what have you to offer? Apply Box H, The Digest, 326 Spadina Ave., Toronto. 23

**WANTED AT ONCE**—Young Motion Picture Operator holding Ontario license, to work two hours nightly; splendid opportunity for young man who would be willing to also take on a day job. Apply at once to V. Crichton, Opera House, Chapleau, Ont. 34

**WANTED**—Second-hand Ticket Chopper; must be in first-class condition. Webber F. Turner, Peterborough, Ontario. 3

**MOVING PICTURE OPERATOR**—Open for engagement; several years' experience in operating and managing theatre. Apply Box 814 Orillia, Ontario. 34

**AT LIBERTY**—I am at present looking for a location in the film business where my long experience in all branches of the show business can be utilized; I pride myself on being a live wire and understand thoroughly every angle of the amusement business; I am looking for the manager-ship of a theatre, preferably in the city of Toronto, but would like to hear what any one has to offer. Address J. L. M., care The Digest, 326 Spadina Avenue, Toronto, Ont. 341

**WANTED**—To exchange music rolls for Wurlitzer Style G Theatre Organ. Write Chapleau Opera House, Chapleau, Ont. 34

**WANTED**—Position as Operator; have had splendid training and experience; am at present employed in a large city theatre but desire to make a change; am a member of the I.A.T. S.E. Address replies to P. S., Digest, Toronto, Ont. 34

**WANTED**—Pianist for the Regent theatre, Guelph, Ont. Here's a steady position for the party who can qualify; must thoroughly understand playing the pictures intelligently. Apply, with all particulars to Mr. Davidson, manager the Regent theatre, Guelph, Ontario. 23



## THE FORUM

This department is open for the correspondence of anyone without reserve.

Star Theatre, Hespeler, Ont.,  
September 2, 1918.

Editor, The Digest:

I read with interest Mr. A. J. Mason's letter in your recent issue, and with him, I think we should get busy, and do something. Personally, I think the idea of each small-town man writing a personal letter to the head of the department at Ottawa, stating the hardship the tax is, in his particular case, this would give them more information than a petition would. Give your views in The Digest, and let's do something boys, to see if we cannot get a reduction of this tax for the small towns. I would suggest when writing that each exhibit or point out the fact that they are losing more in war tax than they are making in film tax.

Thanking you for your space, and past courtesies, I remain,

Yours sincerely,  
WALTER H. MUSSON.

Editor, The Digest:

Regarding the film tax of 15 cents per reel, is it fair that such great subjects as "Hearts of the World," "Birth of a Nation," "Intolerance," and several others, which are earning hundreds of dollars each day, should pay only the 15 cent per reel tax. I think that the film should pay a reel tax according to the earning power of the production.

J. W. MORRISON,  
Star Theatre, Meaford, Ont.

## "YOU CAN'T GET AWAY WITH IT"

By Alfred Whitman

It has always seemed to me that acting was not the proper way to describe a player's efforts before the camera, because if one tries to "act" the part he is playing, it never seems real to an audience, and they feel that the player is **acting** instead of **living** his part. Consequently it does not register with them as a piece of life flashed on a screen before them, but as a group of players trying to amuse them by acting and it becomes tiresome.

Unless a player feels his part, or lives the character he is playing while working before the camera, the audience immediately feel that the player is merely going through the action as described to him in the scenario, and they fail to take the picture seriously. It is the player who studies his script carefully and enters into the spirit of the role assigned to him, who makes his work seem real to the people who pay in their good money at the box office to be entertained.

The day when it only took a certain amount of good looks to get an actor "by" with the film fans is gone forever. They have been educated by the constant advancement of motion pictures until they realize just how good a feature can be, and unless this high standard of films is maintained in the films they see, they come out of the theatre saying 'What a poor picture!' A few years back, however, they would have thought this very same feature very acceptable, because at that time they did not know how good a photo-play could be.

I remember the time, and it is not so long ago, either, that we never looked at a scenario before we commenced work before the camera, and when we started we did not have the slightest idea what the story was about, because producers then did not think it important enough for a player to establish his characterization in his mind before commencing.

It was very seldom in those days that I knew what the story was until I was about three quarters through the picture, and sometimes not even then.

Producers to-day realize that in order to turn out successful film the players must establish a characterization with the audiences. They must live the parts they are playing or they will miss fire on the screen, and the public will think that the player is overacting his part, or that he can't act at all. There is a certain saying that I think covers the entire situation in a few words, "What you don't feel yourself you can't make others feel."

Unless a player makes his part so real to an audience that he makes them forget that he is merely a player, he can't get away with it in motion pictures to-day.

The last scenes of the last episode of "The Lion's Claws," Universal's thrilling serial of the Transvaal, starring Marie Walcamp, are being taken by Director Harry Harvey. He is bringing this chaptered melodrama to a close with a thundering climax.



**RADIANT ELAINE HAMMERSTEIN  
CREDIT TO HER GRANDSIRE  
STARS IN "HER MAN."**

"That a wise man never forgets his first trade," was for a long time the famous saying of the famous Oscar Hammerstein, probably the best known impresario in America. That his granddaughter Elaine Hammerstein, who has attracted more than usual praise for her splendid work in the Advanced Motion Picture Co.'s "Her Man," is a follower in the footsteps of her famous grandfather is made evident by her statement that she too "will not forget her first trade."

Incidentally, Oscar Hammerstein's first trade was cigar-making. But, before that, he loved music—in fact he

was born with a love of music.

A dozen theatres in New York, including the Manhattan Opera House and the great temples of operatic art in Philadelphia and London will always stand as monuments to his name.

Miss Hammerstein, his very beautiful young grand-daughter, began her career in musical comedy. She appeared in "High Jinks," the musical comedy of her father, Arthur Hammerstein, one of America's foremost musical producers, and in drama has to her credit "The Trap" by the late Richard Harding Davis and Eckert Goodman. In pictures, "The Argyle Case" and "The Mad Lover," with Robert Warwick, "The Co-Respondent" and now "Her Man" display the versatility of Miss Hammerstein's un-

questionable talents. But she like her grandfather, declares that she will never forget just how to "sing and dance a little."

"Her Man" was directed by Ralph Ince, one of the most celebrated directors of the day. It is thrilling, yet full of heart interest.

W. Lawson Butt, the eminent actor who supports Elaine Hammerstein in "Her Man," the wonderful drama of the Kentucky feud regions is destined to gain a wide following because of his splendid work in this picture.

Mr. Butt was born in 1883. His stage career includes leads in "The Wanderer," "The Merry Wives of Windsor," "The Taming of the Shrew," etc. He is six feet two in height and therefore is true to that Kentucky mountain type which averages more six-footers than any other section of the country.

"Her Man" was produced by Advance Motion Picture Corp., of which Lee Shubert, the well known theatrical producer is president, and distributed by Pathe.



SCENE FROM "HER MAN" WITH ELAINE HAMMERSTEIN

**ALICE BRADY RESUMES MOTION  
PICTURE WORK.**

Alice Brady returned to New York this week from her preliminary road tour with her new stage success, for the purpose of getting started on her newest Select Picture. This will be one of those to follow her forthcoming production, "The Better Half." As the play in which Miss Brady is making her return to the stage closed in Washington last week for ten days before its metropolitan premier, Miss Brady hurried to her studio for the opening interiors, hoping to be able to finish several scenes before taking up her stage work.

Charles Maigne, who wrote the scenario and directed the production which Miss Brady finished just before her preliminary tour in her new stage offering, will also direct Miss Brady in the picture she is now making. Mr. Maigne also wrote the scenario for this piece, thus taking the second step in his new field of endeavor which makes him scenario writer and director as well.

Miss Brady will not abandon moving pictures, but will continue to make pictures for Select according to the regular schedule. She will devote her days except those on which there are matinees, to the making of motion pictures and by this means will be enabled to maintain her regular schedule.

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one year's subscription to the

**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....

**OPEN FOR ENGAGEMENTS**

**Mr. John F. Weber and  
Miss Evelyn Solrell**

LATE of the STRAND THEATRE, NEW YORK

These two splendid vocalists have been endorsed by leading exhibitors in Canada and the United States as Powerful Box-Office Attractions.

SOME RECENT ENGAGEMENTS—Regent Theatre, Oakwood Theatre and Park Theatre, Toronto; Lyric Theatre, Simcoe and Majestic Theatre, Stratford, Ont.

For Terms Address MR. WEBER, in care of The Digest, 326 Spadina Ave., Toronto, Ont.

# WESTERN CANADA FILM NEWS

From JOHN J. CONKLIN  
Dramatic Editor  
The Winnipeg Free Press

Winnipeg, Sept. 17—All the exchanges report a tremendous run from outside towns and cities in the west for pictures. The returns of the grain harvest are having a bright, golden effect. Manitoba has the best wheat harvest in years and \$125,000,000 is the estimated financial return made by government experts. In Saskatchewan the figures are placed at \$300,000,000. Alberta has not done so well, but has had two big crops in last two years, so will tide over.

New, first-class theatres in Moose Jaw, Regina and Edmonton will be opened this month.

The Province theatre re-opened Monday, Sept. 16, at 6 p.m., to an immense crowd, the attractive interior and the fact that Nazimova was being featured for the first time in Winnipeg, creating great interest in the event. "Revelations" was the photoplay selected for the opening and it was one worthy of the occasion. Many compliments was paid manager H. V. Jernberg on the result of his enterprise and the energy with which he had enthused the contractor to have the remodeled house ready at the time specified when it was closed down seven weeks ago. Next week's feature is DeMille's "Till I Come Back to You." "Italy's Flaming Front" will follow, and "Shoulder Arms" is the early October booking.

Manager Wilson, of the Lyceum, has done so well with his programmes that from his surplus income he has bought a beautiful car for touring during leisure hours, which it must be admitted are few in number.

President Kershaw, of Manitoba Exhibitors' Association, this week published the official correspondence with the Ottawa Government in an effort to have lifted the 15 cents a reel tax off pictures running in smaller houses in Manitoba, which are only open in the evenings. The result was no change is to be made, the Government claiming the Act can only be amended by Parliament which passed the Act. It is claimed in this province that many theatres will have to close this winter owing to the burden of this tax and the high cost of fuel. Many do not take in more than \$12 or \$15 daily.

"Hands Up," a new serial has been secured by Manager Morton, of the Majestic, and the first episode was screened this week to the delight of large crowds. Manager Morton is making a success of two theatres, each within half a block of the other on Portage Ave., the Monarch and the Majestic. At the former the "Eagle's Eye" serial is being put on.

J. S. Shuberg, of Vancouver, owner of the Gaiety, Bijou and Province theatres, has arrived in Winnipeg to inspect the \$40,000 improvement work on the new Province.

Manager Miller, of Starland, reports appreciative audiences are attending the "Brass Bullet" serial. It is just the kind of a "bang" his patrons like.

Large attendance is the rule at the third week's showing of "Hearts of the World," and Manager Davis is confident the great masterpiece of D. W. Griffith will close its run in a blaze of glory. It is universally acknowledged by the public of Winnipeg to be D. W.'s greatest. Hundreds came in from provincial points to see the picture.

Following "Hearts of the World" at the Dominion, will come "The Great Love," Douglas Fairbanks in "He Comes Up Smiling," and Lila Lee in the "Cruise of the Make Believe." "The Cook," Arbuckle's newest, will also be on one of these programmes.

During the noon hour the various episodes of "The Eagle's Eye" were screened free at the Dominion theatre, so as not to interfere with the screening of "Hearts of the World." This went on for three weeks, and the idea "caught on" well.

Manager Crosby, for many years with Super Features Agency here, is back again in town after running the Winnipeg Beach amusements all season, a large undertaking. He has gone on to Chicago and on his return will have an important announcement to make as to his future.

Well, "To Hell With the Kaiser" hit the Lyceum this week with a biff and a bang. It sure did draw out the people and there is every indication that it will be largely attended clear through the week. Among other pictures Manager Wilson has booked are "Toys of Fate," "Masks and Faces" and "The Legion of Death." Mr. Wilson is now on the open market on pictures.

The Gaiety, the finest theatre in Winnipeg devoted to the screen, ran two of Pauline Frederick's pictures the last two weeks, "Fedora" and "The Final Reckoning," and these proved to be just the class of photodrama patrons of this house liked. The big feature for next week is "Tempered Steel," in which Madame Petrova is the star. Enid Bennett in "The Marriage Ring" is coming.

Jackie Hooper, who was in the "movies" with the Balboa Company, for a few seasons, has gone to California again with his parents, Mr. and Mrs. John Hooper, who have been spending the summer here. Mr. Hooper, Sr., is to rejoin the Arbuckle Company this winter.

Miss Marie Lambert, of the Trenton, Ont., studio, has made a great hit in Western Canada, addressing theatre audiences, in a campaign to develop a Canadian film studio interest in Can-

ada. Her services were in great demand and the tour has been of great service to the cause.

Manager Chambers, at the Strand vaudeville theatre, has met with success in his new departure to screen five-reel pictures at the theatre between the vaudeville shows, making it a continuous performance theatre. The Triangle picture "The Regenerates" is on this week; last week Mae Marsh in "The Face in the Dark" was screened.

Theda Bara in "The Soul of Buddha" is a featured picture for the Bijou the week of Sept. 30. Capacity houses greeted Bill Hart in "Riddle Gawne" all last week.

The National management announces some fine programmes for the next few weeks. Bill Hart in "The Bargain"; Wallace Reid in "The Source"; "The Story of the Gadsbys," also Frank Keenan in one of his latest, have been secured. Constance Talmadge in "The Shuttle" went well all last week and Norma Talmadge in "The Safety Curtain" is going good this week. The Official Allies War Review is also a strong drawing card on the National programme.

Williamson Bros. "20,000 Leagues Under the Sea" handled by the Universal agency here, has been leased to the Majestic management for an early showing.

As successor to Prof. Metcalf, who has gone to a Brooklyn theatre, Manager Jernberg, of the Province, has secured the services of Walter Dalman, for his \$20,000 organ. For some time Mr. Dalman worked with the late Prof. Tarrington, Toronto, and later on was organist of All Saints church, Detroit. His training was secured in Burton-on-Trent, England, and in London.

George Graham, owner of the Avenue, Classic, and Star theatres, reports excellent September business at his three-a-week houses. From a 5-cent to a 20-cent house and making it pay well is some record to be proud of at the Avenue.

The orchestras at the Winnipeg photoplay houses are noted for their excellence. The Dominion theatre will augment their orchestra to 8 pieces soon.

Starland's enterprising manager, Thomas Miller, formerly of Pathe's office, has brought increased business to the theatre by his first runs and new ideas. "The Brass Bullet" is proving a cracking thriller.

The new stage setting, a Japanese garden, at the Dominion, is calling forth many complimentary remarks. It is a beautiful arrangement. The spacious stage gave the artist splendid scope for his genius.



# LOBBY DISPLAY DEPARTMENT

Conducted by  
**ARCHIE LAURIE**

## A CLEVER IDEA.

### Archie Laurie Builds Striking Advertising Display on Ford Car.

Mr. Archie Laurie, the advertising manager and lobby display expert of the Midway theatre in Montreal, worked out a very clever publicity scheme recently in connection with the showing at the Midway theatre of the Universal serial, "The Brass Bullet." The accompanying cuts shows how an ordinary Ford car was utilized for the purpose of advertising this serial.

The stunt is made of common beaver-board, and a wood frame work, being built on a little Ford runabout. Mr. Laurie did not make the thing look like a bullet, but instead in what could be termed a "halfbullet." The reason for this was that if he had made it to resemble a bullet it would have shown the wheels of the car, and would have not given much room for reading matter on the back.

"The manner in which I worked it," said Mr. Laurie to The Digest, "gave me a big space on the back for the name of the theatre. The reason I put the name of the theatre on the back

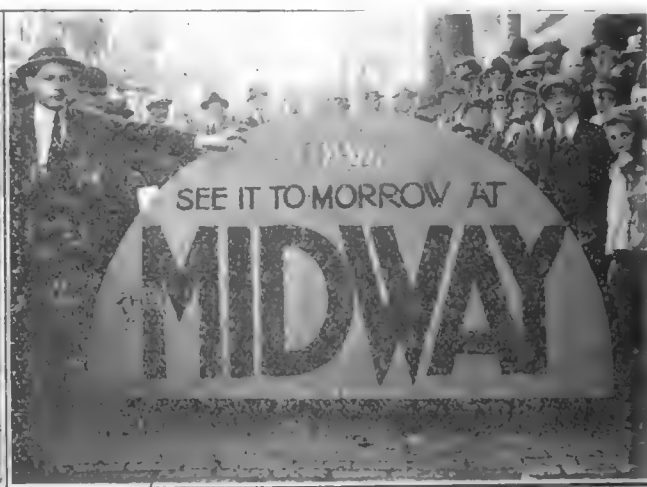
was for the purpose of exciting curiosity, and to keep away from anything that looked like advertising from the front of the car.

"You will notice by looking closely at one of the cuts of the car published in this issue, that it bears an Ontario license. I did this for the purpose of still further exciting curiosity, and add more mystery to the scheme.

"This little stunt certainly caused a great deal of talk on the Montreal streets, and the idea was the talk of the town. By this means 'The Brass Bullet' got away to a good start at the Midway theatre.



A general view of the "Half Bullet," showing the unique appearance of this advertising stunt. It's unusual appearance on the streets of Montreal excited comment and curiosity.



This shows the rear-end of the Ford car, with "See it tomorrow at the Midway" plastered in big letters on it. Archie Laurie is standing on the left of the picture, in the foreground.

## Goldwyn News Briefs

### SOME SERVICE.

No screen star's wants are more easily satisfied than Madge Kennedy's. While at work at the Goldwyn Studios last week on "The Kingdom of Youth" her newest Goldwyn picture, Miss Kennedy said: "I'd give anything for a dill pickle right now." Tom Moore was within earshot of the remark, and, rushing into the Goldwyn restaurant, returned with two of the choicest dills. "Our motto is service," said he.

### A REAL GODMOTHER.

Even the oppressive heat can't make Mae Marsh forget her duties as godmother to the 145th Machine Gun Battalion, stationed at Camp Kearny, Cal. The slim Goldwyn star went shopping the other day and ordered 200 pairs of khaki socks for her fighting boys. Recently Miss Marsh sent 5,000 cigarettes to the battalion and followed that shipment with a parcel of delicacies.

### TWO WAYS TO SHOOT.

Tom Moore recently received a surprise visit at the Goldwyn Studios from four of his actor friends who are now in the service. After the Goldwyn star showed them about the studios, he returned the pleasurable surprise by motoring them up to his summer home at Gedney Farm, where the boys in khaki were his guests over the week end. They were good company for Tom, as he proved to them that they were better marksmen than golfers.

### AN IDEA IN DOLLS.

Mabel Normand finds great delight in gift-giving. And always her presents are as unique and different as the prepossessing Goldwyn star herself. Two of her girl admirers in faraway Oklahoma are soon to receive dolls that are a miniature counterpart of the Goldwyn comedienne.

Don't be afraid to risk something in advance. Opportunity begins with "O."

### YES—THE KID IS CLEVER—I'LL SAY SO!

The following clever jingle, made up from the titles of recent Fox productions, is the work of Mr. B. D. Murphy, the capable booker in the Toronto office of the Fox Film Corporation, Ltd. JACK SPURLOCK, PRODIGAL, was full of

BLUE BLOOD AND RED and BRAVE AND BOLD as a BOOK AGENT. He went to THE ISLAND OF DESIRE to engage in HIGH FINANCE and everybody said

that at MELTING MILLIONS he was SOME BOY. But when his Uncle Sam called upon him to act as MEDIATOR in the great European scrap he said

THIS IS THE LIFE and going into it ON THE JUMP soon made himself THE PRIDE OF NEW YORK by CHASING THE KAISER ON TO BERLIN in the good old YANKEE WAY.

THE BEAST was compelled to admit THE KID IS CLEVER and John Bull replied I'LL SAY SO.



# Canadian Exhibitors' Film Verdicts

A Department to Help Our Own Exhibitors Get a True Angle on Current Releases

## DO IT NOW!

If the picture you are running in your theatre is a money-maker, tell others about it. Does it draw the crowds? Does it please your patrons? Tell as briefly as possible what the picture did for you.

Fill out the blank below and send to The Canadian Moving Picture Digest, 326 Spadina Avenue, Toronto, Ontario.

Your Box Office is the test of Popularity.

Fill in the Blank NOW.

Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
.....  
Theatre .....  
Town or city .....  
Sent in by .....

Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
.....  
Theatre .....  
Town or City .....  
Sent in by .....

## Exhibitors' Film Reports

**"MISS INNOCENCE,"** with June Carprice; Fox; film in good condition; nice story and picture well liked; did great with this one. Tivoli theatre, Montreal.

**"M'LISS,"** with Mary Pickford; Artercraft; five reels; general opinion good; business improving. Walter Musson, Star theatre, Hespeler, Ont.

**"RICH MAN, POOR MAN,"** with Marguerite Clark; (Famous); five reels; admission prices ten and fifteen cents; business was poor with this one, and I didn't hear anyone raving over the story, which was very weak. J. S. Smart, Royal Opera House, Port Hope, Ontario.

**"Ace High,"** Tom Mix; five reels; good; (Fox Film); 10 and 15 cents; very good picture; full of action. S. S. Freed, Tivoli, Montreal.

**"MISS INNOCENCE,"** June Carprice; (Fox); five reels; good; 10 and 15 cents; did big with this. S. S. Freed, Tivoli, Montreal.

**"BARBARY SHEEP,"** with Elsie Ferguson; Artercraft; six reels; film in good condition; appealed only to the best class of patrons; not enough action to suit others. J. S. Smart, Royal Opera House, Port Hope, Ontario.

**"THE FACE IN THE DARK,"** with Mae Marsh; Regal; Goldwyn; five reels; film in good condition; good picture; everybody liked it. L. Kennedy, Lyceum theatre, Wingham, Ont.

## LOCKWOOD LIBERTY LOAN FILM TITLED "LIBERTY LOAN JIMMY."

The euphonic title of "Liberty Loan Jimmy" has been selected for the vehicle Harold Lockwood, Metro star, has just completed in the interest of the Fourth Liberty Loan.

The picture presents Mr. Lockwood as Jimmy, a munitions' worker, who insists that all his father's employees must buy Liberty Bonds, and who works up enthusiasm with his yell: "To hell with the Kaiser; Down with the Hun."

Jimmy enters the library where his father is in conference with a man who proves himself to be pro-German when he is asked to buy Liberty Bonds. Taking the issue in his hands, Jimmy throws the German sympathizer out of the house and then returns to his father to take his subscription for a large amount of bonds.

The script for the picture was written by Mr. Lockwood in collaboration with his managing director, Edwin Carewe, who also staged the vehicle. Frank Currier and Louis Stern are among those appearing in support of the star.

## PATHE ACTIVITIES ON THE WEST COAST.

William Bertram, directing the Baby Marie Osborne Company, has completed the retakes necessitated by the studio fire of Diando in which thousands of feet of originals were destroyed. The picture now under way will be called "Dolly's Vacation."

Somewhere between Glendale, Cal., and Sackett's Harbor, N.Y., is a five-pound box of home-made chocolate fudge. It is going to Harry F. MacPherson, who is training for the aviation section of the army, and was made by the little hands of Baby Marie Osborne. MacPherson was formerly assistant director on the Diando lot.

Louis J. Gasnier, President of Astra, has arrived in Los Angeles from New York. He will have a hand in the making of the last seven episodes of the new serial "Hands Up," to be released by Pathe.

Fannie Ward has announced that she will take no vacation this summer. She has become an enthusiastic booster for "sunny, sensuous, salubrious, Southern California" and vows no vacation more than living under these turquoise skies is necessary.

Robert Brotherton, former head of Selig's Chicago laboratories, will have charge of making the stills at Diando studios hereafter.

Frank Keenan, the distinguished actor whose pictures are released by Pathe, claims fresh distinction. Some magazine writer from New York has been pestering picture players here, also getting a line on their respective hobbies and fads. "I ought to go in the front of the book" said Keenan, "because I haven't any hobbies."

Mr. Ramirez Torres, chief of the scenario department of Pathe Exchange, Inc., left New York July 8th for Los Angeles, where he will be associated with the studios on West Coast which are producing new pictures for Pathe. It is expected that Mr. Ramirez will return to New York in September.

## PHOTOPLAY CLASS WATCHES MISS KANE.

Twenty-five members of the Photoplay Course at Columbia University, with their teacher, Mrs. Frances Taylor Patterson, visited the Biograph studios in the Bronx, New York, to watch Miss Gail Kane at work on her second Mutual picture "The Daredevil," by Marie Thompson Daviess.

The students of this course are aided in the theoretical end of the work, but glimpses into the actual business of making motion pictures.

A good idea is only good when it is working.

## Releases in Toronto and Montreal for Week Ending Sept. 21st

### TORONTO RELEASES.

#### FAMOUS PLAYERS.

- "Biddle Gawne," W. S. Hart; five reels.  
 "In Pursuit of Polly," Billie Burke; five reels.  
 "The Great Love," Griffith production; seven reels.

#### FOX.

- "Ace High," Tom Mix; five reels.  
 "Efficiency," one reel.  
 Mutt and Jeff Comedy; one reel.

#### GENERAL FILM.

- "Marquis and Miss Sally," O. Henry series; two reels.  
 "The Burglar Man," Doll comedy; one reel.  
 "Depot Romeo," Essanay comedy; one reel.  
 "Hubby's Holiday," Selburne comedy; one reel.  
 Essanay Scenic.  
 Great National Industry of Canada.

#### MUTUAL.

- "On Her Account," Strand comedy; one reel.  
 Screen Telegram, No. 54.  
 "Impossible Susan," Margarita Fisher; five reels.

#### REGAL.

- "Vengeance," World; six reels; with Montagu Love and Barbara Castleton.  
 "No Man's Land," Metro; five reels; with Burt Lytell.  
 "The Disciple," Triangle; five reels; with W. S. Hart.  
 Sidney Drew comedy.

#### SPECIALTY FILM IMPORT.

- "The Eyes of Julia Deep," five reels; with Mary Miles Minter.  
 "Bees in His Bonnet," Lloyd comedy; one reel.  
 "Two Scrambled," Lloyd comedy; one reel.  
 "Hands Up," serial.  
 Pathe News.  
 British Gazette.  
 The Allies War Review.  
 Official War News.  
 Britain's Bulwarks.

#### UNIVERSAL.

- "A Pullman Blunder," L-Ko comedy, two reels.  
 "The Hidden Target," Western drama; two reels; with Eileen Sedgwick.  
 Universal Animated Weekly, No. 42.  
 Universal Screen Magazine, No. 89.  
 Universal Current Events, No. 71.  
 "The Brass Bullet," 7th episode.  
 "The Depth Bomb," two reels.  
 "Beans," Bluebird; Edith Roberts.  
 "Nearly a Chaperone," Lyons and Moran comedy; 1 reel.

#### VITAGRAPH.

- "By the World Forgot," Hedda Noba and J. Frank Glendon; five reels.  
 "Wild Women and Wild Waves," Big V comedy; one reel.  
 "A Fight for Millions," episode 10; serial.

### MONTREAL RELEASES.

#### FAMOUS PLAYERS.

- "A Nine o'Clock Town," Charles Ray; five reels.  
 "Till I Come Back to You," Cecil B. DeMille production; six reels.

#### FOX FILMS.

- "Bird of Prey," Gladys Brockwell; five reels.  
 Mutt and Jeff Cartoon.

#### GENERAL FILM.

- "Transients in Arcadia," O. Henry; two reels.  
 "Wanted: A Brother," Gloria Joy; five reels.  
 "Nearly a Slacker," one reel comedy.

#### INDEPENDENT SUPPLY.

- "The Pedlar," Joe Walsh; five reels.

#### MUTUAL.

- "His Birthright," Sessue Hayakawa; five reels.  
 "Taking the Count," Strand comedy; one reel.  
 Screen Telegram.

#### VITAGRAPH.

- "A Gentlemen's Agreement," Nell Shipman and A. Whitman, five reels.  
 "Capers and Crooks," Big V comedy.  
 "A Fight for Millions," "The Secret Tunnel."

#### UNIVERSAL.

- "Whirlpool Wedding," L-Ko comedy; two reels.  
 Animated Weekly, No. 38.  
 Screen Magazine, No. 86.  
 Current Events, No. 67.  
 "The Human Target," Western de luxe comedy; 3 reels.  
 "House Cleaning Horror," Lyons-Moran comedy; one reel.  
 "That Devil Bateese," Monroe Salisbury; 5-reel Bluebird.

#### SPECIALTY FILM IMPORT.

- "Eyes of Julia Deep," Mary Miles Minter; five reels.  
 "Her Man," Elaine Hammerstein; (Special); six reels.  
 "Hands Up," Ruth Roland and George Cheseboro; "The Phantom Mail"; two reels.  
 "Honest Thief," Helene Chadwick; two reels.  
 "The Dippy Daughter," Toto comedy; one reel.  
 History of the War, No. 24; one reel.  
 British Official War Office News, one reel.  
 Pathe British Gazette, one reel.  
 Pathe News, two-a-week; one reel.  
 Official Allied Review, one reel.  
 Britain's Bulwarks, one reel.  
 Famous Canadian Regiments in France, one reel.

## Our Want Ads Bring Results!

You  
Need



In a compact bulletin form it gives you all the information of this industry; and contains as well a review of the most important of the pictures seen on the previous day by Wid.

The Recognized Authority in Filmdom—contains Independent Reviews of all the Feature Productions and gives you the Box-Office Angle of each. WID'S also contains the percentages of each production as derived from Exhibitors' own report.

It reaches the managers and owners of over 5,000 of the better class Theatres in the U.S.A. and Canada who tell us they cannot get along without it. It will pay you to fill in the attached coupon and mail it now. A sample copy free, if you like.

(Cut out and mail Now)

Date.....

WID'S FILMS & FILM FOLK, Inc.

71 West 44th St., New York City

Please send me WID'S DAILY—1 Year at \$10.00

6 months at \$5.00, or 4 weeks at \$1.00

Name.....

Theatre.....

Address.....

Specimen copy—FREE—Just ask!

**SERIALS**  
**To Exhibitors of Canada**

---

**“The  
Hand of  
Vengeance”**

**WILL BE RELEASED WITHIN FOUR WEEKS**

**We recommend that you book  
no new Serial until you have  
seen this---the most amazing of  
them all.**

**REGAL FILMS LIMITED**

**TORONTO  
WINNIPEG**

**MONTREAL  
CALGARY**

**ST. JOHN  
VANCOUVER**



# GLOOM CHASERS!

## MONEY MAKERS!

*They bring profits to*  
**EXHIBITORS**  
*and joy to your*  
**PATRONS**

WILLIAM FOX *Presents*

JANE and  
KATHERINE **LEE**

*In an Impish, Stormy Comedy-Drama*

# WE SHOULD WORRY

*Written and staged by Kenan Buel*

*You don't gamble with Fox  
Special Features ~ you win!*

SPECIAL FEATURES

*One a week* **FOX** *52 a year*  
FILM CORPORATION





SEP 2 1912



## And Still They Come!

The following quotation from C. Norman Junior publicity representative of Department of Soldiers' Civil Re-Establishment is of interest, "I have been seeing copies of the Digest quite regularly owing to your so kindly putting us on the mailing list, and it really is a dandy little paper for its purpose."

## The Digest is Canadian-Made

**TORONTO**  
326 and 328  
Spadina Avenue

PUBLISHED EVERY SATURDAY BY THE  
**Canadian Moving Picture Digest**  
PUBLISHING COMPANY

**MONTREAL**  
Room 2, Imperial  
Theatre Bldg.



# "THE SINKING OF THE LUSITANIA"

*The World's only record  
of the crime that shocked  
humanity---*

*The most intense produc-  
tion of its kind ever  
filmed---*

BOOK IT TODAY

Be among the first to show this  
thriller.

**CANADIAN UNIVERSAL FILM CO., Limited**

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



# PROGRAM POST CARDS AND HERALDS FOR EXHIBITORS

We are now ready to offer to the Canadian exhibitors a series of beautiful post cards imprinted with a magnificent half-tone picture of the leading stars of all film companies.

The reverse side of the card is blank, and you can print your weekly program. They make a souvenir worth keeping and your patrons will carry them home and preserve them.

The card is larger than the ordinary postal card. It measures  $4\frac{1}{4} \times 6\frac{3}{8}$  inches. This leaves plenty of space on the card for your weekly program.

You will find a sample enclosed with your copy of The Digest. If you don't get your sample, drop us a postal and we will send you one.

**LISTEN!— We will also print your weekly program on the reverse side of this post card at the extra price of \$1.50 for the first thousand, and \$1.00 for every additional thousand, and guarantee delivery within 48 hours from receipt of order.**

## THE PRICES ARE RIGHT

1000 to 5000 **\$3.50** Per Thousand  
Larger Quantities **\$3.00** “ “

## POST CARDS AND PROGRAM COVERS IN STOCK OF THE FOLLOWING STARS:

**REGAL STARS**  
Evelyn Greeley  
Mary Garden  
Mabel Normand  
Maxine Elliott  
Bessie Barriscale  
Carlyle Blackwell  
Bita Jolivet  
Ethel Clayton  
Madge Evans  
Barbara Castleton  
Madge Kennedy  
Mae Marsh  
J. Warren Kerrigan  
Henry B. Walthal  
Louise Glaum  
Montagu Love  
Kitty Gordon  
June Elvidge

**John Bowers**  
**PATHE STARS**  
Baby Marie Osborne  
Mrs. Vernon Castle  
Harold Lloyd  
Bryant Washburn  
Bessie Love  
Gladys Hulette  
Frank Mayo  
Creighton Hale  
Pearl White  
Antonio Moreno  
Fannie Ward  
Florence Reed  
Frank Keenan  
Ruth Roland  
Leon Bary

**FOX STARS**  
Theda Bara  
Jane and Katherine Lee  
George Walsh  
Virginia Pearson  
Tom Mix  
Miriam Cooper  
Jewel Carmen  
William Farnum  
Gladys Brockwell  
Peggy Hyland  
June Caprice  
Charlie Chaplin  
Dustin Farnum  
**UNIVERSAL STARS**  
Dorothy Phillips  
Mae Murray  
Ruth Clifford  
Mary MacLaren

**Carmel Myers**  
**Monroe Salisbury**  
**Harry Carey**  
**Priscilla Dean**

**FAMOUS PLAYERS STARS**  
Norma Talmadge  
Alice Brady  
Billy Burke  
William S. Hart  
Mary Pickford  
Elsie Ferguson  
Constance Talmadge  
Pauline Frederick  
Clara Kimbal Young  
Marguerite Clark  
Dorothy Dalton  
Douglas Fairbanks

Samples are inserted weekly in The Moving Picture Digest.

We are also prepared to supply you with program covers embracing beautiful half-tone engravings of the various stars of practically all the companies operating in Canada.

You can print your weekly program on the centre spread and sell the advertising space on the back cover to one of your local merchants.

We are receiving orders from all parts of Canada from wide-awake exhibitors who believe in advertising with a neat, attractive program such as we are offering.

The price is right and we want all exhibitors to get in on it.

Prices on Heralds 1000 to 5000 **\$2.25** Per 1000 Larger Quantities **\$2.00** Per 1000

## DOMINION EMBOSSING & PRINTING CO.

326-328 Spadina Ave.

Phone College 1633

TORONTO, CANADA

# American Government Ruling Affects Projection Apparatus

## Powers, Simplex and Motiograph Asked to Conserve Materials

### Letter from NICHOLAS POWER COMPANY, New York

MR. GEORGE F. PERKINS, The Perkins Electric Co.,  
497 Phillips Square, Montreal Canada.

Dear Mr. Perkins,—

At the request of the Conservation Division of the War Industries Board, Washington, D.C., we have pledged ourselves to conserve as much material as possible and to standardize the focal length of lenses.

Therefore please be advised that on and after September 20th, 1918, all equipments will be sold at the present list price less the following:

(a) RHEOSTATS (b) REWINDERS (c) REELS.  
these accessories being furnished only on request, and at the list prices as per catalog.

The focal length of lenses will be restricted to 4, 5, and 6 inch, and 16, 20, and 24 inch stereos.

Trusting that you will be governed in accordance with the above, and that we may have your co-operation in our desire to comply with the wishes of the War Industries Board, we remain,

Yours very truly,

(Signed) WILL C. SMITH,

POWERS PROJECTORS.

General Manager.

### Letter from ENTERPRISE OPTICAL CO., Chicago, Ill.

PERKINS ELECTRIC COMPANY,  
Montreal, Quebec, Canada.

Gentlemen,—

Our Government has requested that we conserve through different sources, iron, steel, brass, etc., and that the manufacturers of projection machines discontinue shipping with their projectors such accessories as Rheostats, Rewinds, Reels and Lenses. When such accessories are requested they will be shipped and billed as a separate item at prevailing prices.

This ruling was passed, believing in many instances, that purchasers of projecting machines accepted the various accessories because they came with a complete equipment, but having others in their possession which would no doubt be discarded and the new ones put in use.

The Government is of the opinion that considerable material can be saved by discontinuing the shipping of accessories with the machines.

Lens manufacturers are requested to make M. P. lenses of 4, 5, and 6 inch focal lengths only, with corresponding stereopticons to match of 16, 20 and 24 inches.

We would suggest that you advise your trade of the lens situation.

Very truly yours,

(Signed) ENTERPRISE OPTICAL MFG. CO.

MOTIOGRAPHS.

C. F. Spahr, Manager.

### Telegram received from THE PRECISION MACHINE CO., New York

MR. GEORGE F. PERKINS, Perkins Electric Co., Montreal, Quebec.

Beginning September 21st, Rheostat, Rewinder and Reels not included in regular equipment, but extras furnished only on request. Also our purchase of new lenses restricted to four, five and six inch projection and sixteen, twenty, and twenty-four stereopticon, by request of War Industries Board to all projector manufacturers. List price of the machine remains the same, notwithstanding omission of parts mentioned, and when needed add them as extra accessories at their list price. Advise your branch offices at once. Letter following.

(Signed) THE PRECISION MACHINE COMPANY.

SIMPLEX MACHINES.

As requested we are hereby advising  
Canadian Exhibitors of the Change.

## PERKINS ELECTRIC COMPANY

497 Phillips Square - MONTREAL, QUE.

TORONTO

WINNIPEG

ST. JOHN



**World**

**Metro**

**Triangle**

---

---

**For  
Box-Office  
Value  
None Better**

---

---

**Screen Classics**

---

---

**REGAL FILMS LIMITED**

**TORONTO  
WINNIPEG**

**MONTREAL  
CALGARY**

**ST. JOHN  
VANCOUVER**

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



# THE CANADIAN Moving Picture Digest

## A WEEKLY MAGAZINE DEVOTED TO THE FILM INDUSTRY

Vol. 5, No. 13

SATURDAY, SEPTEMBER 28th 1918

Published Weekly on Saturday  
by the

**Canadian Moving  
Picture Digest  
Publishing Company**

Head Office:  
326-328 Spadina Ave., TORONTO  
Telephone College 1633.

**RAY LEWIS**  
Editor

**HARRY J. MANHEIM**  
Business and Advertising Manager

**MONTREAL OFFICE**  
Room 2, Imperial Theatre Building  
Bleury Street  
**C. W. LANE**, Representative

**NEW YORK OFFICE**  
Room 804, 17 West 44th Street  
**ERNEST SHIPMAN**, Representative

**LOS ANGELES OFFICE**  
430 South Broadway  
**MISS RUTH BUCHANAN**  
Western Representative

### CORRESPONDENTS

**OTTAWA, ONT.**  
Will McLaughlin,  
Ottawa Evening Journal  
**ST. JOHN, N.B.**  
Alice Fairweather,  
St. John, Standard  
**HALIFAX, N.S.**  
T. S. Daley, Casino Theatre  
**WINNIPEG, MAN.**  
John J. Conklin, Dramatic Editor  
The Free Press  
**VANCOUVER, B.C.**  
J. M. Maxwell, Rex Theatre

**ADVERTISING RATES ON  
APPLICATION**

Forms Close Wednesday Night.

## What Is Success?

**T**HERE is an article headed "Keep Your Line Straight," in the souvenir booklet issued by E. P. A. of Ontario, which contains sound philosophy and honest judgment. It gives one the feeling that the heads of this organization have started with the right inspiration.

The man who keeps going forward is the man who arrives. Those of you who remember the story of Lot's wife will recall it for the tremendous lesson it conveyed re "Looking Backward." Many an exhibitor has not only "Looked Backward" and been turned to a Pillar of Regret, but he has remained behind to perish in the Sodom and Gemorrah of failure.

See your goal and start for it. This is the day of single endeavor, individuality. The man who cannot concentrate on what he is after but allows himself to be swayed by counter-ideas, other interests, which interfere with his forging ahead, is the man who Never Arrives.

Success is a hard taskmaster and he who becomes a disciple of success must be ever ready to shout, "Excelsior," no matter what the obstacles are which confront him.

Believe in yourself. Without this faith you may as well give up the game without a struggle. You cannot convince when you are not yourself convinced.

Let us pause to consider what success means. Is it money? Money has no value outside of its use. Is it fame? The idol of the people to-day may be forgotten to-morrow. Is it power? If power, what power is it in human beings that makes happiness? The power of being happy of making others happy.

Carlyle said, in "The Right Must Conquer": "Thy success. Poor fellow, what will thy success amount to? If the thing is unjust thou hast not succeeded, no, not though bonfires blazed from North to South, and bells rang; and editors wrote leading articles, and the just things lay trampled out of sight, to all mortal eyes abolished and annihilated things."

Europe lived in its past, Europe will have to make a future. The war has accomplished this for Europe. The war has also revolutionized the moving picture business, and sweeping away its past, given it a new impetus, an ideal on which to build its future.

The War has made us realize that the universal pulpit of the world is moving pictures. Let there be harmony and honesty. No producer need produce a poor story. No exchange need handle a poor picture. Give your exhibitor the best so that the exploitation of "The Yellow Dog" may also perish in the past.

# Motion Picture Distributing Committee to Help Victory Loan

## Exhibitors Asked To Co-operate With the Government

The Motion Picture Distributing Committee are co-operating with the Canadian Government and will release about Oct. 22nd a series of Canadian Victory Loan pictures featuring all the well-known stars of America. Among these will be found such important names as Mary Pickford, Charlie Chaplin, Douglas Fairbanks, Marguerite Clark, Dustin Farnum, Mae Marsh.

One picture has already been shown to the Government representatives and was highly commended it is said.

The Victory Loan will be launched Oct. 28th, and about the first week in October all pictures to be used in this campaign will be released.

The exchanges have offered their services to the Government and will

distribute the pictures in which their particular stars are appearing.

The Moving Picture Exhibitors' Protective Association of Ontario are preparing cards to forward to every exhibitor which will be filled out and returned.

Every moving picture house in Ontario will be given these pictures to exhibit free of cost. Where there are several houses in a town arrangements will be made so that the pictures exhibited will not conflict, different stars being shown.

From camera to the screen these pictures have been made free to the Government, stars, producers, cameramen, exchanges, etc., gladly giving their services.

The returns of this forthcoming Victory Loan will, we hope, exceed all expectations and convince our Government by results obtained how essential moving pictures are to Canada in this great war crisis.

## Good Showman- ship Imperative

Raymond S. Peck, former editor of The Digest, says that good showmanship is vitally essential these days, he further states the following:

"The fall season is here. The hot weather bug-a-boo has been carefully wrapped in camphor balls and stowed away in the attic for future use. Its 'full steam' ahead now, with clear sailing to Bigger Business. Wait—hold on a minute—is it clear sailing? Some houses will find it so, but there are many to whom the course presents danger, snags and rocks, unseen on the surface are apt to be bumped against, if the navigator neglects to keep a sharp look-out.

"In other words we mean to say that managing a moving picture theatre, in many instances, requires care and judgment more so to-day than any time since the inception of the film industry in Canada. In many cases, higher admission prices seem to offer the only solution to the problem of staying in business.

"At any rate, the average exhibitor, to make a success of his business, must pay strict attention and keep an eagle eye on the small details, where many of the leaks occur. He must of necessity, more so now than at any other time, be a good buyer of film. He must also understand thoroughly how to sell the film to his cash customers who pass in their money to see his show.

"Mr. Exhibitor must be a good showman and business man—and not a mere exhibitor as the term has been understood in the past. The days of the 'mere exhibitor' are numbered. Under present conditions he hasn't a Chinaman's chance to remain in business and prosper. The pace set to-day is not for his class.

## Policeman Weeps, And Weeps In Vain

### "There Are No Dead," Says Stewart

Early in the morning hours the policeman on the beat at Yonge and Shuter Sts., Toronto, wept as he beheld the Rialto draped in black. The box office was not yet open but still the policeman wept, someone was surely dead.

Kitty Gordon was advertised in "Vera, the Medium," but this particular policeman did not know that mediums are mysterious creatures enveloped in darkness. He paced to and fro waiting for a sign of life, and when the lady who assumes the responsibility of selling tickets came to perform her daily task, it was with great solemnity and with hushed voice that the policeman approached and said, "He is dead."

The lady, who sells the tickets would have fainted had not Will J. Stewart, manager of the Rialto miraculously appeared upon the scene in the flesh. He calmed the young lady and reassured the policeman that he was very much alive by exclaiming, "There are no dead." Which only goes to prove that all is not dead that does not glitter.

# The Digest Is Asked To Think Aloud Re-The Present Reel Tax

## Two Negatives Always Make an Affirmative, Try Again

The Digest has been the recipient of many letters asking for suggestions and advice re-present reel tax situation. It seems to The Digest that it is a good idea to start an agitation before a thing happens. You know the old quotation, "An ounce of prevention is worth a pound of cure." Our American brothers have a way of protesting in advance and delivering their protest with a biff! bang! It does not always mean a "knock-out" blow but the punch generally registers.

Re-the \$8,000,000,000 War Revenue Bill framed by the Ways and Means Committee of the House of Representatives, a delegation of film men, representing every branch of the industry, so the Exhibitors' Trade Review claims, went to Washington to attend the public hearing on the measure held by the Senate Finance Committee.

It is further stated that William A. Brady, president of the National Association of the Motion Picture Industry, accompanied and supported by the most influential members of film organizations, told the committee that unless the taxes were modified the smaller houses would be unable to stand the strain and would be forced to close. This closing of theatres would overbalance in loss to the Government any extra revenue obtained by raising taxation.

Every effort was made to gather together the most representative assembly. Invitations were sent out and all branches of the industry invited to co-operate. The industry responded and was well represented.

We can expect some satisfactory

adjustment since these men in voicing their protest unmistakably proved that the war came first, but in order to help win the war they must be given a chance to exist.

The Canadian Government is as quick to listen to things which are within reason and governed by war conditions. The letter sent to Mr. Kershaw need not necessarily be accepted as final. The situation requires the gravest consideration.

Is the moving picture industry essential to Canada? How essential can we become? And if most essential then it is essential that we be given an opportunity to continue to be essential.

You know the familiar quotation about "Two heads being better than one," etc. The war situation has even made a cabbage head a high priced article. In an issue of this kind the fullest co-operation is vitally necessary. The exhibitor is only half primed when he stands alone. It is to the interest of the exchanges to protect the men they do business with; they will consequently give the matter their support for that which effects the exhibitor must necessarily effect the exchanges or vice versa. Remember our bull-dog inheritance, hold on and never say die.

## Mary Pickford Contract

T. Talley returned to Los Angeles from Chicago where he attended the convention and discussed with members of the First National Exhibitors' Circuit details in connection with their proposed contracts with Mary Pickford. It is rumored that the conditions will be acceptable to both parties and contracts will be signed.

# Government Declares That Reel Tax Must Stand as it is

## No Redress In War Excise Tax On Picture Films

R. Kershaw, president of the Provincial Exhibitors, has put up a valiant fight on behalf of the exhibitors. He has endeavored to convince the Powers That Be that the present reel tax is a hardship on the exhibitor, and a most unfair arrangement.

It appears that the Government is unable to adjust matters during the present crisis, and have declared that the reel tax must stand as it is.

A great many moving picture houses have, as a result of the present reel tax, introduced singing and vaudeville acts, cutting the number of pictures shown. How this arrangement is going to work out is still questionable for the public who frequent moving picture houses are picture lovers and much prefer to see a good picture than a fair vaudeville turn, and it seems only reasonable to believe that the house which is obliged to cut its pictures in order to remain open is not going to be in a position to engage high-priced acts.

The president of the Provincial Exhibitors claims that twice the amount of revenue could be obtained by the Government if the tax could be graded according to the gross receipts of the theatre; including all theatres and con-

certs as well. It was also suggested that if the Government would have some, one to advise them on matters with which they are naturally unfamiliar, moving pictures for instance, a much more equitable taxation would be the result.

An appeal was sent to the Collector of Inland Revenue acquainting the Government with the fact that the present reel tax was a great hardship on the exhibitors and that many houses had closed or partially closed. We give herein a copy of the letter sent in reply:

R. Kershaw, Esq.,  
President Provincial Exhibitors'  
Association, Winnipeg.

Dear Sir,—I acknowledge receipt of your communication, addressed to the Collector of Inland Revenue, Ottawa, on the 19th inst, respecting a complaint of the association of motion picture exhibitors in regard to the war excise tax recently imposed by parliament under an amendment to "The Special War Revenue Act," thus making the tax part of the federal statutes, the department has no authority to make any alteration thereto, nor to vary the conditions under which the tax should be collected. I remain sir, your obedient servant,

Signed, G. W. TAYLOR,  
Ass't Deputy Minister.  
Ottawa, Aug. 29th.

# Here's Something That Will Interest Canadian Exhibitors

Editor, The Digest:

Dear Sir,—Just a few lines from an out west small town exhibitor. Firstly I wish to compliment you upon your exclusive all Canadian weekly movie publication, The Digest, which I look for regularly.

Gull Lake is but a small town on the main line of the C.P.R., population not exceeding 500.

I change my program three times a week, using First National, Fox Standard and Goldwyn plays.

Until a year ago I was of the strong opinion that I could not run my house without changing program six nights a week; being my own cashier I studied each night, and found that there were not more than one out of a dozen that came the following night, so I then at once decided to change my policy to the tri-weekly change, and I am very pleased to be able to say that I have been operating on the three-change a week ever since, a 50 per cent. cut on express charges, and a reduction on film rental was a big consideration. It also afforded me the opportunity to give my patrons more of quality instead of quantity.

I am writing this in order that it might help some other small town exhibitor who probably may be just making ends meet, but one of the main secrets in making the change is, make

it known far and wide that you are making the change commencing on a certain day, and I believe the results will be surprising.

I have read with interest different letters regarding the 15c per reel tax, and although it will never compel the closing of my house I feel it's an injustice to the small town exhibitor to have to toe the mark with the big city houses which generally run not less than three shows a day, while the house in the country seldom runs a feature through but once.

There's just the one thing lacking with all exhibitors and that is "co-operation" and until we do get together we will have to just grin and bear it.

The exchanges have their protective association, and the time is over ripe for exhibitors to do likewise.

Trusting that I have not taken up too much of your valuable space and wishing The Digest continued success, I remain,

Yours truly,  
S. R. TAYLOR.

## IT IS TO LAUGH.

"I'll swear to thee on bended knee,"  
"O swear not by thy knee, 'tis bent";  
"I'll swear to thee on bended knee,"  
"Up, up, methinks I hear a rent."

—BAS BLUE.

# Brintnell Gets Brilliant Idea — Exhibitor Profit by it

Brintnell's book store on Yonge St., rendezvous for all book-lovers, looks like the front of a moving picture house. Mr. Stuart of the Rialto, I believe, is the father of the idea.

Working in conjunction with Mr. Britnell they decorated the window of the book store with gigantic figures of Tarzan of the Apes. A tiger arrested the attention of the passerby and sent him in to buy.

When interviewed, Mr. Britnell stated that the sales for "Tarzan of the Apes," "Return of Tarzan," "Beasts of Tarzan," "Son of Tarzan," have been simply marvellous. These copies were sold at sixty-five cents. "The Jewels of Opar" the latest Tarzan story is being sold at one dollar and a quarter and during the run of Tarzan picture at the Rialto, Mr. Britnell states that he sold over a thousand copies.

Here's an idea that is worth while and this advertising stunt can be adopted by every exhibitor who happens to be showing a screen adaptation of a published book. Get your leading book store to run a sale of the story. Let him advertise that the story is being screened at your theatre and you advertise that the book can be purchased at book store.

## MAE MARSH WAS MARRIED SATURDAY.

The many friends and admirers of Mae Marsh will be interested to learn that she is now Mrs. Lee Arms. It is said that the marriage took place Saturday, Sept. 21st, and the happy man is Lee Arms, sporting editor of a New York paper.

## J. J. ALLEN LEAVES FOR NEW YORK

Mr. J. J. Allen is in New York with Mr. Stevenson, who is the chairman of the Publicity Committee for Canada on the Victory Loan campaign. They will view the pictures that have already been made for this campaign and in next week's Digest will be found a complete account re- the distribution of said pictures.

## Isadore Bernstein

## Well Known to Toronto Heads of Filmdom, Vice-President

Isadore Bernstein, the man who created and built "Universal City," has been elected vice-president of the National Film Corporation. He is in New York at present in the interests of his company. Mr. Bernstein after leaving Universal City was at the head of the World Equitable, and later had his own plant at Los Angeles where he produced "Who Knows," and "Loyalty." He joined forces with the National Film Corporation as production manager and supervised Tarzan pictures. Mr. Bernstein's many Toronto friends congratulate him.



# MONTREAL AND QUEBEC NOTES

Howard Conover, of the Imperial theatre here, has secured contracts to exhibit pictures that will prove exceptionally interesting to all Canadians. Each and every battalion raised in Canada for overseas service will be presented on the screen and so distinctly that patrons will be able to distinguish their friends and relatives individually. This last two weeks there were thus featured the 8th Canadian Infantry Battalion (90th Winnipeg Rifles), and the 43rd Canadian Infantry Battalion, (Cameron Highlanders of Canada). Each battalion so featured is given a short description by way of subtitle in which the most conspicuous actions in which it had figured are stated. This innovation has made a decided hit with Imperial patrons.

Though the Imperial theatre, Montreal, is the first to lead off with this feature, it will be by no means confined to that theatre. Every picture house in Canada is being solicited to use them, both in their own interests and in those of public spirit. The making of these pictures is directly under the administration of the British Government and that Government is through the distributors, the Specialty Film Import, Limited, circularizing and otherwise reaching every exhibitor in the Dominion with a view to getting 100 per cent. of them to use the pictures in their houses. There is small doubt that the vast majority will accede to a scheme that will put money in their box offices and serve a national purpose.

The Pathe programme for the past week was headed by the first of the Extra Selected Star photoplays, "The Japanese Nightingale," from the popular romance of Onata Watana, and in the picturization of which Fanny Ward is starred. The play is directed by George Fitzmaurice, who has placed the story in a setting which for sheer beauty has rarely been equalled on the screen. "Hands Up," showed its 6th episode, entitled "Flames of Vengeance," featuring Ruth Roland and was universally well liked here. The Rolin comedy with Toto as the hero, in "The Great Water Peril" made a considerable hit.

Loew's theatre here plans a big week for their coming anniversary celebration on November 19. They are well ahead of time, but will need time to get things scheduled correctly. It is proposed to fete the completion of their first year as a show house in Montreal by giving some extra vaudeville turns of the best class and something out of the way in the line of pictures.

Nothing has proved the innate patriotism of theatre managers and exhibitors in this city so much as the conspicuous generosity that has placed the places of entertainment at the disposal of the soldiers and allied organizations in the quest of monetary help. Both the

Khaki League and the Knights of Columbus are and have been greatly benefited by the ready way in which exhibitors have flung their doors wide open to collectors in both these causes. It is a fair assumption to estimate that a very large proportion of the money collected by both these organizations has been gathered through the agency of the picture and other theatre houses.

It is stated here on good authority that the St. Denis, which has been dark now since the closing in the summer, will re-open in October and may play vaudeville as well as high-class pictures. This will be good news for everyone, for the St. Denis, by reason of its location, is not a serious rival to any theatre here.

There are rumors that will not down, too, that the Loews still have their eyes on this house, but beyond rumors there is only a very slender foundation of fact to build any such theories upon.

The theatres in this city are often represented in sports of various kinds, though not so much now as prior to the war. One exception that still keeps the ball rolling is Loew's whose baseball team, made up of employees of the house, recently met a team from the American ships of war in the port and fought out a well contested game to a draw. They met the same team again on Sunday for a decider. These friendly contests excite a good deal of interest and are not without advertising value to the theatre that encourages them.

The first full week of increased admission prices to the moving picture houses is now over and the result is not at all what the pessimists forecast. There has been little of no reduction in the numbers of patrons and all the west-end houses report business up to the average of past years at this time. That is, allowing for the increased price, the numbers are about the same as before the increase came into effect.

A pretty little fight was staged all this past week at the Strand theatre here when the house persisted in showing "My Four Years in Germany" at popular prices instead of the \$1.50 and down admission figures at which this picture has been exhibited. Metro Film Service, Limited, the exchange that released the film to the Strand, stood out for the high prices, but the Strand, secure in that possession which is proverbially nine points of the law, refused to give way. This is the picture that had a very successful three weeks' run at the Princess vaudeville theatre in the summer when up to \$1.50 was charged. The Strand will show, they claim positively, both by advertisement and by letters to the press, at the ordinary price of 20 cents. There promises to be curious developments, for the Metro people are equally posi-

tive that the Strand shall not exhibit unless under the higher rates.

Maurice Davis comes back from a recent trip through Quebec Province in the interests of the Fox Film Corporation, with a couple of good stories.

He was trying to book "Jack and the Beanstalk" to an exhibitor. The latter's comment on the proposition was: "Jack and the Beanstalk," oh, la! la! zee bee-yu-tee-ful opera!"

The other story is in connection with a Theda Bara production. In the office at the time was a little old French lady sitting in a corner all by herself. Maurice was saying: "This picture features Theda Bara," when the old lady exclaimed excitedly "Bara! Mais oui, Monsieur, Bara of Barnum and Bailey, huh?"

S. Smith, of the Royal theatre, Drummondville, Que., was in town during the week and has booked an eight-reel programme through the Mutual Film Corporation.

R. L. Vallee, proprietor of the Casino theatre, Sherbrooke, was in town and has booked a Chaplin feature, "The Immigrant."

A new picture house is being built in Montmagny, Quebec, and will shortly be in operation. Mr. Marcoux is interested in this house.

Mr. Sam Spedon, representing the Moving Picture World, New York, was at the Halifax convention last week, and on his way back was induced by Mr. L. E. Ouimet to break his journey at Montreal. Mr. Spedon reports that what struck him most about this year's convention was the business-like way in which proceedings were conducted. The rulings and general handling of the business by the chairman of the convention, Mr. Mackay, were very favorably commented on by moving picture men present. Walter Golding, the secretary, is also in Mr. Spedon's opinion, a first-class secretary, and one who will make good. The general tendency of the moving picture organization, both here and in the States, is, Mr. Spedon thinks, towards concentration, as it is recognized that a few men can do the work much better than a number. The general proceedings of the Halifax convention will be found on another page of The Digest.

The New Grand theatre has made arrangements with Specialty Film Import, Limited, for all their first runs. Mr. George Rotsky is very much satisfied with the first two releases, Mary Miles Minter in "The Eyes of Julia Deep," and Fanny Ward in "Japanese Nightingale."

"The Moral Suicide," a seven-reel special release, featuring John Mason, Leah Baird and Anne Luther, has also been booked by the New Grand.

# TORONTO AND ONTARIO TOPICS

## COLISEUM HAS ASS'T MANAGER.

D. P. Duggan, formerly assistant manager of the Photodrome, 39 Queen St. west, has taken a position as assistant manager of the Coliseum, 2215 Queen St. east.

## PETER GRIFFIN CONVALESCENT.

We are glad to inform Mr. Griffin's many friends that he is on the road to being well, after a severe illness lasting many weeks. We hope that Mr. Griffin will soon be himself again and resuming his former activities.

## "HEARTS OF THE WORLD" SCORES AGAIN.

The Majestic theatre, London, broke all records with "Hearts of the World."

The Temple theatre, Hamilton, playing "Hearts of the World" topped all previous receipts.

## CANADIAN MANAGER FOR FOX LEAVES FOR MONTREAL.

Mr. Vincent McCabe, special manager in Canada for Fox left Toronto Tuesday of this week to confer with Mr. J. Lieberman, manager Fox branch, St. John, and Mr. L. S. Levin, assistant general manager of the New York office. The meeting has been arranged in order to discuss plans for the inauguration of the new Fox policy for eastern Canada.

## "SOME PEP" IN SPECIALTY FILM IMPORT.

Mr. V. J. Pepper will replace Miss Roach as booker for Specialty Film Import. Mr. Pepper is a returned man, having served three years. He left with the the original fifth battalion for overseas, which goes to prove that V. J. has a whole lot of "Pep."

## MR. CRANE SMILES AND SMILES.

Mr. Crane, of the Oakwood theatre on St. Claire Ave., wears a smile that never comes off. The exchanges like to see Crane walk in, he is the greatest Gloom-Chaser they know. Mr. Crane says that he is trying to get the corners of his mouth to turn up, but as far as we can see, the deed has been accomplished, they naturally grew that way.

## GENIAL DOROTHY ROACH OFF FOR A HOLIDAY.

Miss Dorothy Roach, of the Specialty Import, leaves for a holiday and it has been suggested that during said holiday Genial Dorothy may take a Life engagement. Miss Roach blushed furiously when this very leading and impertinent question was put to her and denied the implication, but why did Dorothy blush?

## REGENT THEATRE AT GUELPH GETS LIVE MANAGER.

Archie Laurie, well-known to The Digest readers for his lobby display activities, leaves his position as publicity manager of Midway theatre, Montreal, to manage Regent theatre at Guelph, Ont. "Forewarned is forearmed." The other houses had better look to their laurels for Archie always "means business" and generally gets what he wants.



**Alice Brady**  
"THE WHIRLPOOL"

SELECT PICTURES

A. W. Perry is leaving Universal to join hands with Mutual, here.

\*\*\*\*\*  
\* Film Offerings in Toronto \*  
\* This Week \*  
\*\*\*\*\*

### OAKWOOD

First three days, Pauline Frederick in "Fedora," Paramount.

Last three days, Douglas Fairbanks in "Bound in Morocco."

### REGENT

Norma Talmadge in "The Missing Links"; Triangle.

### STRAND

First three days, Charles Ray in "A Nine o'Clock Town," Famous.

Last three days, Marguerite Clark in "Uncle Tom's Cabin," Paramount.

### HIPPODROME

Francis X. Bushman and Beverley Bayne in "A Pair of Cupids," Metro. Pathe News and comedy.

### LOEW'S

Alice Brady in her latest photo play, "The Whirlpool," Select.

Loew's Weekly War Pictures.

Mutt and Jeff Animated cartoons.

### ALLEN

Marguerite Clark "Out of a Clear Sky," Paramount.

Charlie Chaplin and Fatty Arbuckle in "O, What a Night," Exhibitors Distributing Corp.

## GRIFFIN OPERA HOUSE HAS NEW MANAGER AT CHATHAM.

Mr. F. G. Carter will manage Griffin Opera House at Chatham.

## CHAIN OF THEATRES FORMING.

Mr. Alexander, manager of the Park and Doric houses has just secured the U-Kum theatre, which it is said was turned over to him by the Globe Securities, Limited. It looks as if Mr. Alexander and his partner were contemplating a chain of theatres in Toronto.

## SAMMY FINE BUYS HOUSE HERE.

Sammy Fine, formerly travelling salesman for Fox, has purchased the Dundas playhouse. He will run three changes of pictures during the week. This week's bookings are, Mabel Normand in "Back to the Woods," Irene Castle in "The Whirl of Life," and Bert Lytel in "No Man's Land."

## DINEEN REPORTS BIG BUSINESS.

Bill Dineen is in town again, in fact Bill can't stay away from Toronto although business is of the very best in Peterboro. Bill says they almost ring a curfew at nine o'clock and The Bells somehow or other always gets on Bill's nerves. There have been several rumours to the effect that Bill is going to Niagara-on-the-Lake with a musical comedy next summer, but Bill says, "Never again."

## "TORONTO LOOKS GOOD."

Jack Nelson received a very flattering offer to betake himself to a real live town in the U. S. A., from a real live company, but Jack Nelson could not bear to leave us and decided to remain with the Specialty Import. Stick around Jack, this is a real city when you start something. By the way, we forgot to mention that Mr. Nelson's address has been changed from 891½ to 109 Dundas west.

"Moral Suicide" was screened at The Hippodrome Monday, September 16th. Written and directed by Ivan Abramson and produced by Graphie Film Corporation. Heading the cast are John Mason, Leah Baird, Alan Hale, who need no introduction.

Managers Brady and Myers, of The Princess, Sarnia, were in town and booked the Pathe serial, "Hands Up."

Herbert Allen, member of the well known Allen family, enters the C. O. T. C.

H. J. Allen returns to Calgary from his eastern conference.



## Exhibitors' Protective Association of Ontario Ltd. Publish Fine Souvenir Booklet Containing Aims

The Motion Picture Exhibitors' Protective Association of Ontario have published a very interesting and classy souvenir booklet, outlining their aims and giving valuable information.

Thomas Scott, secretary and manager of the M.P.E.P.A. needs no introduction. His reputation as an organizer, who keeps his feet on the earth and his vision always directed forward, has secured him the confidence and respect of those with whom he has come in contact. Previous to his affiliation with M.P.E.P.A. he was identified with the printing of the Government Amusement War Tax Ticket distributed throughout Ontario.

In the souvenir booklet some of the aims of the organization are set for-

ward as follows: "The purpose of this organization is to supply and foster a bond of union among the theatre and motion picture exhibitors, male and female, of Ontario, to provide an efficient organization by which prompt and united action may be taken by the association when such action may be desired. Members are pledged to promote unity between the Motherland, the Sister Colonies and themselves. To promote loyalty to King and Country. To assist in progress of clean plays and pictures for the betterment of the rising generation." The rest of the work outlined is of the same fine standard. We congratulate the M.P.E.P.A. and feel that if they follow their program they will become a powerful organization for good.

### PRaises MUTUAL'S MUSICAL SETTINGS.

The Mutual has received many complimentary letters of appreciation on the musical settings made for its productions which are printed on each press sheet issued. These settings are compiled by Joseph O'Sullivan, director of Music service for Mutual, who has incorporated several interesting and helpful suggestions in his cue-sheets.

Max Adamsky, musical director of the Gold theatre, Chicago, which ran "Love's Law," the first Gail Kane production released by Mutual, for two nights, is enthusiastic in his praise of Mutual's musical settings. Mr. Adamsky has made music a feature at the Gold, which is one of the largest theatres on Chicago's South Side. He was soloist of the Chicago Grand Opera Co. for several seasons, and has played with the foremost symphony orchestras in America and Europe. His opinion and ideas of music for pictures carry weight.

In a letter to Mutual, Mr. Adamsky says:

"I wish to say that it gave me great pleasure to synchronize the music cues compiled by you for 'Love's Law' which was shown at the Gold for two nights. The music was of a classic nature, well selected, and fitted the picture perfectly.

"Kindly send me, as soon as possible, cue-sheets on 'A Hoosier Romance' and 'His Birthright,' which are booked at the Gold. Also, send me orchestration of 'Nipponese,' the theme which you wrote for 'His Birthright,'"

The musical setting made for "His Birthright," the first Haworth production starring the great Japanese actor Sessue Hayakawa, contains a theme written by Mr. O'Sullivan titled "Nipponese," which is printed on an insert sent out with each press-book of "His Birthright."

This theme is distinctly Japanese in character, being based on fragments of old Japanese themes, an Old Samura, Prayer and a Love-Lay supposed to have been indited by a Mikado of the seventh century, furnishing material for this theme. It should prove a splendid aid in interpreting the character of action in "His Birthright."

## Unique Photoplay A Great Success

**Adanac Film Co., Ltd., Produce  
Thrilling Two-Reel Picture  
for Big Toronto House.**

The Adanac Film Co., Ltd., is the latest new-comer in Canadian film activities. This company was formed a short while ago for the purpose of invading the Canadian market and making educational and industrial films, as well as introducing and managing photoplay contests in the various Canadian moving picture theatres.

The Adanac people just finished a photoplay contest with the Oakwood theatre, which proved to be one of the greatest stunts of its kind ever pulled off in this country. As a box-office stimulator it was a huge success, and the Oakwood theatre, even during the exceedingly hot spell, never knew what dull business felt like.

Over 125 candidates were enrolled in this Oakwood Photoplay Contest. The peculiar feature of the contest was its wonderful pulling powers. Candidates were enrolled in this contest from all parts of the city, and many interested movie-fans, living in other Ontario cities, who had heard of the unique contest, wrote letters to the theatre management asking for particulars.

The length of the selling of admission tickets by the candidates occupied six weeks. Four books of tickets were handled by the candidates—\$1.00, \$2.00, \$5.00 and \$10.00. The candidate selling the largest number of tickets was adjudged the winner of the contest, and was given the leading part in a two-reel photoplay.

The picture is full of suspense, thrills, action and punch, and some really remarkable horse-back riding and train scenes are shown. Mr. William J. Craft, the producer or this picture, is an expert camera man and director, and was the man responsible for many of the "Hazards of Helen" series, in which Helen Holmes was featured. Craft knows how to build climax upon climax, and his Oakwood picture is a great credit to his producing genius.

The picture on the completion of the run at the Oakwood will be taken over and distributed by one of Canada's leading film exchanges as a bang-up, good two-reel subject. By this means it will be shown throughout Canada.

The Adanac Film Co., Limited, have a splendidly equipped plant and office at 707 Yonge street, Toronto, and Ontario exhibitors are cordially invited to come and see the plant.

## Cowboy Flashes a Real Live Dress Suit

**Wears "Fashion Park" as "To  
the Manor Born"**

Tom Mix, the popular William Fox star, was shown in different raiment from that in which he is usually adorned when he was shown at Shea's Hippodrome in "Western Blood." Mix fits into western clothes like one's hand slips into an old glove and it was a surprise to see him wearing with perfect ease and grace 'Fashion Park' evening clothes in several of the scenes. "Western Blood" is perhaps one of Mix's best productions. The story is cumulative in interest, the suspense and excitement sustained and the climax genuinely satisfactory.

## Colleton Gets Speckled Trout

**A True Fish Story**

Mr. Colleton, branch manager of the Specialty, returned from a fishing trip, "Somewhere around North Bay." Mr. Colleton very kindly and carefully drew with the aid of a map the geographical points from which speckled trout were obtained, but geography not being The Digest's strong point we will be obliged to limit said information by simply specifying that said fishing was done north east of North Bay. However, we do remember Trout Lake and Lake Claire as having contributed considerably to the two hundred trout which gladdened the eyes and satisfied the appetite of Mr. Colleton and many of his friends.

### IS THE "OPEN MARKET" THE FUTURE CRY?

Noted producers and directors show a strong tendency to manufacture for the open market. Additional companies arriving in California give strength to the statement that 85 per cent. of the pictures of the future will be manufactured here.

## Signs Half Million Contracts

Ernest Shipman has signed up half a million dollars worth of pictures for exploitation on the open market since his arrival in Los Angeles. He has established a Los Angeles headquarters and will divide his time between Los Angeles and New York in connection with his future operations.



# Last Call For Canadian Moving Picture Exhibitors

GET YOUR REGISTRATION COUPON IN. JOIN THE THROG OF "WIDE-AWAKE". MANAGERS.—LET US HELP YOU TO HELP YOURSELF. IT IS THE LITTLE THINGS IN LIFE THAT COUNT.

THE DIGEST IS IN DEAD EARN-EST, IT IS THE CONNECTING LINK BETWEEN THE EXHIBITOR AND EXCHANGE. DON'T BE "THE MISSING LINK."

FALL IN LINE; THIS IS BUT THE

BEGINNING OF BIG THINGS.

FILL OUT THE REGISTRATION COUPON NOW AND SEND IT IN.

DO YOU WANT GOOD PICTURES?

ARE YOU INTERESTED IN CANADIAN MOVING PICTURE NEWS?

ARE YOU IN THE GAME TO STAY?

WE ARE GOING TO PUBLISH A MANAGERS' DIRECTORY, WE WANT YOUR NAME.



MAE MURRAY  
Universal Film Co. Star

## PHILOSOPHICAL PHIL.

"You will always thank yourself for doing the right thing, never mind about the other fellow's thanks.

"A good fellow' is generally 'A good thing.'

"There is many a Jonah been swallowed by 'A whale of a good time.'

"Always be too busy to be sorry.

"I once heard of a man who was sorry \$10,000 worth when his friend failed.

"The man who can smile is worth while.

"A good head' has been known to show poor judgment."

## ADVANCE BOOKINGS ON HAYAKAWA RELEASE BREAK RECORDS.

Advance bookings on the Hayakawa Specials, produced by Haworth Pictures Corporation, and released through Mutual, have established a record for production of this type.

More than five hundred of the most representative theatres in the United States booked "His Birthright," the first production, released September 1, before pre-review, and the indications are that the bookings for the entire series will cover at least 2,500 of the largest theatres in the country.

These unprecedented sales are accounted for by the fact that exhibitors have entire confidence in Hayakawa's ability, both as actor and supervisor of production, for it is a well-known fact that the wonderful Japanese star is an important factor both in the selection of his plays and their actual production. He co-operates closely with his director, William Worthington, and the result is productions which bear the stamp of individuality and artistry.

Exhibitors and reviewers who have pre-viewed "His Birthright" declare that it is undoubtedly the best production in which the Japanese star has ever appeared.

More than 50 houses in Chicago have already booked the entire series of Hayakawa Specials, among them being the new Riviera, which will open the magnificent North Side theatre with "His Birthright," the Woodlawn, the exclusive South Side house; the Ziegfeld, one of the largest loop theatres located on Michigan avenue; The Gold theatre, Central Park and others.

## REGISTRATION COUPON

Here's the information required from YOU, Mr. Canadian Exhibitor. Will you take a few minutes' time to fill out the blank and mail to The Digest, 326 Spadina Ave., Toronto, or don't you care about protecting your business from excessive taxation and dangerous legislation?

Town . . . . .

Population . . . . .

Name of Theatre . . . . .

Name of Manager . . . . .

Seating Capacity . . . . .

Has any Theatre in your town closed recently? . . . . .

Permanently or Temporarily? . . . . .

How Many Changes of Program each week? . . . . .

How Many Reels do you use to a performance? . . . . .

How Many Employed in your Theatre? . . . . .

Male . . . . . Female . . . . .

One or two machines? . . . . .

One or two operators? . . . . .

Any assistant operators? . . . . .

How Many Houses in your town? . . . . .

Your Own Prices . . . . .

Signature . . . . .

# You turn the crowds away tonight, But what will you do tomorrow?

---

**L**ET'S face the truth. Let's look into this old idea that it is good showmanship to "turn 'em away." When you "turn 'em away" from your motion picture theatre you shut off the flow of money into your cash box, don't you? You disappoint crowds of your friends; you create dissatisfaction among would-be patrons who are thwarted in their eager desire to buy certain of your wares; you send to your competitor the overflow drawn by your show and by your advertising.

It's bad showmanship UNLESS, when you are "turning 'em away," you are making sure that they'll come back.

That's the way to insure steady profits---"bring 'em back!"

**When you have an exceptional box-office attraction, book it for a long run! Supply the demand! Get every ounce of money-power out of**

## Paramount and Artcraft Pictures

(Nationally Advertised)

**F**OR instance, when the whole town wants to pay you money to see a production like Maeterlinck's "The Bluebird," for goodness sake give the whole town a chance!

Get all the value out of each unusual box-office attraction. When it's a big picture give it a big run! Bring back tomorrow the people you turn away today!

---

CANADIAN DISTRIBUTORS

## Famous Players Film Service Limited

TORONTO  
WINNIPEG

MONTREAL  
CALGARY

ST. JOHN  
VANCOUVER

**COMING SOON---**

**A REAL UP-TO-DATE SERIAL**

# **“WOLVES OF KULTUR”**

**Featuring**

**LEAH BAIRD, SHELDON LEWIS and  
CHARLES HUTCHISON**

**MORE DETAILS SHORTLY---KEEP DATES**

## **“MORAL SUICIDE”**

**The dramatic depiction  
of the slaying of a soul**

**With**

**JOHN MASON  
LEAH BAIRD  
ANNE LUTHER**



**Has already been booked in several theatres throughout Canada.  
Make sure to secure dates at once. --- A great play with a great title.**

## **SPECIALTY FILM IMPORT Limited**

Be sure to mention “MOVING PICTURE DIGEST” when writing to advertisers

Digitized by Google

Original from  
NEW YORK PUBLIC LIBRARY



# **“Famous Canadian Regiments in France”**

The 2nd reel will show close-up view of the following regiments—

**ROYAL CANADIAN ENGINEERS**

**85th CANADIAN INFANTRY BATTALION**  
(Nova Scotia Highlanders)

**15th CANADIAN INFANTRY BATTALION**  
(48th Highlanders)

Each theatre should make arrangements at once---It means increased business

---

**ARE YOU SHOWING**

## **Harold Lloyd and Toto Comedies?**

Admitted by most of the Exhibitors as the best on the market.  
Try a few and convince yourself of their drawing power.

---

### **Official British War News**

**Pathe News**

**Official Allied Review**

**Pathe British Gazette**

**Britains Bulwarks**

---

**Branches:**

**ST. JOHN  
TORONTO**

**CALGARY  
MONTREAL**

**VANCOUVER  
WINNIPEG**

---

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers

# A RED LETTER DAY

## September 30th

On Sept. 30th we will release our first

### Goldwyn Picture

on this day a new era of prosperity will start for the Exhibitors showing **GOLD-WYN PICTURES** because each picture released will be an absolute box-office attraction---each picture you show will add to your profit---**GOLDWYN** this year will make pictures that your patrons want---pictures alive with action, a punch in every inch of film---the kind of pictures the kiddies and the grown-ups will talk about---you cannot afford to be an onlooker---you are entitled to share in the profits **GOLD-WYN PICTURES** will earn for the trade.

If you have not already contracted for our service do so now. Our representative will be glad to call and explain our proposition.

---

### MONARCH FILM COMPANY Limited

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL

# Two Pictures Which Stand Supreme

D. W. GRIFFITH'S

Master Creations

## "Birth of a Nation"

and

## "Intolerance"

---

Now being offered for the first  
time to Motion Picture Houses  
on a Straight Rental Basis---

---

Thousands have been waiting to see these pictures at popular prices. Here is your opportunity to give your patrons the world's greatest screen triumph at a small price of admission.

BOOKINGS WILL BE FILLED IN THE ORDER RECEIVED

DON'T WAIT---DON'T DELAY

---

**MONARCH FILM COMPANY Limited**

21 Dundas St. East  
TORONTO

198 St. Catherine St. West  
MONTREAL

Be sure to mention "MOVING PICTURE DIGEST" when writing to advertisers



## TIMELY FILM GOSSIP FROM THE LOS ANGELES PICTURE STUDIOS

### HENRY KING COMPLETES PICTURE

Henry King completed his William Russell feature, "When a Man Rides Alone," and is now spending his time in the cutting rooms of the American Film Co., assembling the picture.

### EARL WILLIAMS A BENEDICT?

It has been said that Earl Williams left Los Angeles for New York to be married. His fiancée is not "one of us," that is to say the lady is not connected with moving pictures.

### THOMAS DIXON'S "THE ONE WOMAN"—ADDA GLEASON STAR.

Adda Gleason will shortly be seen in Thomas Dixon's "The One Woman," playing the name part in this feature. Her work in this is said to even surpass her Ramona in the Clune special production of this name, which is certainly saying a great deal, because the critics lauded her conception of Ramona to the skies when the film was given its preview. She has a strong acting part in "The One Woman" and handles it in her capable way.

### FOX ENGAGES LEATRICE JOY.

Leatrice Joy has an excellent part in the present William Farnum feature which has just been started at the Fox studios in Hollywood, California. Leatrice stepped right into the Fox engagement the day after she finished a picture in support of J. Warren Kerrigan. Leatrice doesn't have many idle days these times.

### JOHN GILBERT WITH VITAGRAPH.

John Gilbert has completed his picture, "Sons of Men," with J. Warren Kerrigan, and has been engaged by the Vitagraph Company to play opposite Bessie Love in her first production for this company. Young Gilbert has been coming along rapidly during the past year and has done some excellent work. He should make a very good opposite for the popular Bessie.

### CLARA IS MORE THAN SEVEN.

Clara Horton says that she is neither sixteen nor is she twelve, but just in between, she is fourteen and does not believe in either posing as older or younger than she really is. Miss Clara has a sensible as well as a pretty head on her shoulders and is one of the most earnest young people in the profession.

### UNIVERSAL RE-ENGAGE "MOTHER."

Mollie McConnell has been re-engaged by the Universal Film Company. This time "Mother," as she is called will work under the direction of Tod Browning, making the third feature in succession that she has done with the Universal, having just finished two pictures with Harry Carey under the direction of Jack Ford.

### MOTIVE MOTION PICTURE CO. TAKE HORSLEY STUDIOS.

David Horsley announces that his studios, situated in the heart of Los Angeles, have been taken over by the Motive Motion Picture Company for the making of pictures which will give the public an insight to the labor side of the railroad situation.

No stock can be purchased by anyone not a member of the railroad brotherhoods.

### TRIANGLE BORROWS CLARA HORTON.

Clara Horton of the Triangle forces who was loaned to Universal to play in the latter's big propaganda feature, "The Yellow Dog," has been commended highly for her work in this picture by the various newspapers. Clara was the exact type for the part, so the Universal called up the Triangle studios, where Clara is under contract and succeeded in borrowing her for the production. She proved that she can act the part as well as look it in the finished film.

### TOO MUCH REALISM BURNS STARS.

Alfred Whitman returned this week from the big basin in the Santa Cruz mountains where he has been filming some scenes for his latest picture, "In the Carquinez Woods," by Bret Harte, in which he plays opposite Marie Wolcamp under Colin Campbell's direction. Al had a very narrow escape in a fire scene in which he rescues Marie Walcamp, both being burned in several places while taking this scene. It looked great on the screen so that helps some, says Al.

### JOHN GILBERT REGISTERS TO GO "OVER THERE" WHEN CALLED.

John Gilbert, leading man with Bessie Love in her first production for the Vitagraph Company, expects to go in to the service of Uncle Sam upon the completion of his present feature. Jack became twenty-one several weeks ago, and registered in the recent call. He has been examined, placed in class 1A of the draft, and is ready to answer his country's call at any time.

### EILEEN PERCY TO PLAY LEAD WITH WILLIAM RUSSELL.

Henry King has selected the supporting cast of his next William Russell feature for the American Film Company, "Where the West Begins," and started actual production on the picture this week. It is another excellent comedy drama, just the type that Russell is proving so popular in, and King expects it to turn out even better than his previous Russell successes. Eileen Percy, "Doug" Fairbanks' former leading lady, is playing the feminine lead.

Grace Kingsley, the motion picture critic of the Los Angeles Times, has arranged with the Dramatic Mirror to be its Los Angeles correspondent.

William G. Colvin, West Coast Business Manager for the Dramatic Mirror, is making a flying visit to San Francisco, Portland and Seattle in the interests of his paper.

Henry King, who is at present doing a William Russell feature, "When a Man Rides Alone," hasn't much respect for the weather man. King took his star and supporting cast to the desert at Santa Inez for some scenes and the desert rewarded King by producing a regular sand storm unappreciated by King.

Charles Ray has started production on his new Paramount feature at the Ince studios. "Dreamy Dub" is the temporary title of the picture, and the chances are that it will be retained on the final showing. Jerry Storm is Charlie's new director, succeeding Victor Schertzinger, and Chester Lyons has been retained as cameraman for the star. Charlie feels sure he has the best working crew on the Ince lot.

Frances Burnham, the popular little leading lady who is appearing opposite George Walsh at the eastern Fox studios in "How Do You Get That Way?" is getting along famously with her work. This marks the first appearance of Frances in a comedy and she is enjoying the experience immensely. She declares that getting comedy points over is much harder to do than bringing tears to the eyes of an audience.

"Billy" Garwood has deserted his raisin ranch in northern California once more in order to go to Santa Barbara to play opposite Mary Miles Minter in her latest production for the American Film Company. They just won't let "Billy" carry out his threat to retire from the films. This is the second time in the last two months that he has been lured away from his raisins back to the screen.

Clarence G. Badger, the popular director of the Madge Kennedy Goldwyn features, is nearing the completion of his latest picture, "A Perfect Lady," adapted from the famous stage success of that name. Madge Kennedy is ideally suited to the name part in this story, and director Badger is highly pleased with his star's characterization and is looking forward to it being one of her best productions.

Al. Ray was backing up a Ford the other day just before taking a scene in Lois Weber's latest feature, in which he plays opposite Mildred Harris. Miss Weber called to her chauffeur, who had her car about half a block down the road, and told him to get it out of the way.

"But I'm not going to back up that far," protested Ray.

"Maybe not, but I've seen you back up before, and am taking no chances," she replied, and the car was removed from Ray's path.

A good idea that isn't working is a pest.

**REMEMBER "THE SINKING OF  
THE LUSITANIA," THE CRIME  
WHICH THREW AMERICA  
INTO THE WORLD WAR.**

Winsor McCay has given to the world through the medium of his pen a wonderfully graphic and compelling picture of the greatest sea tragedy of all history, and the most momentous disaster of recent times, the sinking of the queen of the seas, the Lusitania. The film, after introducing Winsor McCay, the famous artist and caricaturist, who was responsible for this remarkable picture, gives some idea of the tremendous amount of work necessitated in the huge collection of drawings, and the large force of artists whose services were employed for months and months. Then he introduces Augustus F. Beach, the noted war correspondent, the first American newspaperman to interview the survivors who landed on Albion's shore.

Mr. McCay in his film has followed the war correspondent's report of the manner in which the gigantic vessel was twice torpedoed, the orderly confusion of the launching of the life boats, the desperate leap of those who could not get in them from the uppermost decks, the gradual sinking by the bows, and the final plunge of the ship beneath the waters. With infinite detail, and with a variety of angles for which the pen picture method is particularly suited, Winsor McCay sketches in all of its agony the death struggle of the huge Cunarder, even going so far as to depict the Hun pirate and its fatal torpedoes in their journey of death and destruction. No actual pictures could be half as illuminating as this pen picture by Winsor McCay.

Of the two hundred Americans who sailed on the Lusitania on May 1st, 1915, "The Sinking of the Lusitania," shows four whose names are familiar to every man, woman and child in the United States. They are Elbert Hubbard, modern philosopher and author; Charles Klein, distinguished American playwright; Alfred G. Vanderbilt, multi-millionaire sportsman, and Charles Frohman, the world's foremost theatrical manager. Each met death in his own way on the ill-fated ship, the sinking of which by a German submarine threw America into the great world war.

## Great Britain, Canada Import

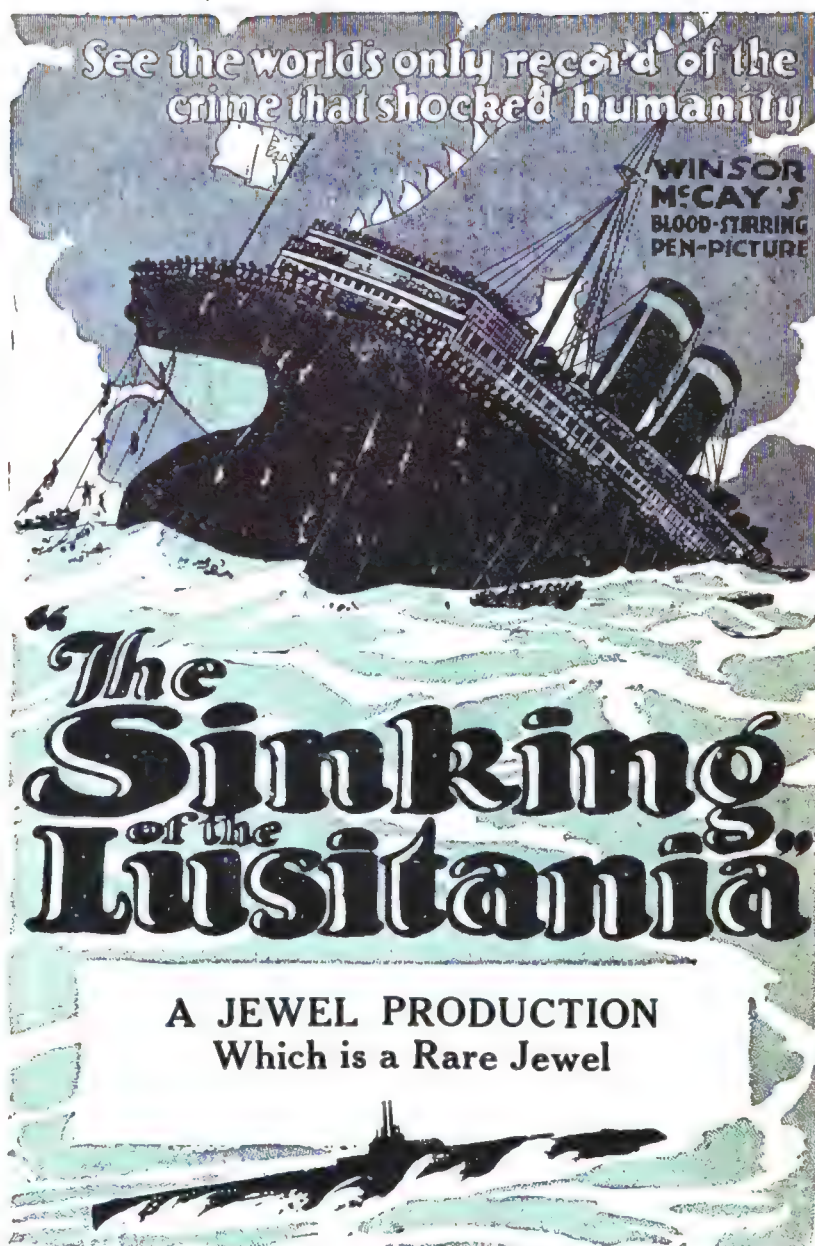
"Bradstreet's" gives the following interesting statistical account re the exportation of American motion pictures: "The total length of films exported in the fiscal year ending June, 1918, approximated 160,000,000 feet, and of these nearly 100,000,000 were exposed films ready for use, the remainder, unexposed films, for the United States is now the world's largest manufacturer of films for the camera and the projecting machine..... A compilation by the National City bank of New York shows that 230,000,000 feet of motion picture films made in the United

States were sent to foreign countries and our own colonies in the fiscal year 1916, 180,000,000 in 1917 and 160,000,000 in 1918 while over \$1,000,000 worth of foreign films were imported during the fiscal year 1918.

"Most of the films exported go to Great Britain and Canada, the total to Great Britain in 1918 amounting to 24,000,000 feet, and to Canada 16,000,000 feet. Of the 128,000,000 of exposed films exported in 1917 30,000,000 went to England, 16,000,000 to Italy, 15,000,000 to Russia, 11,000,000 to France, 14,000,000 to Canada, 10,000,000 to Australia, 6,000,000 to Argentina, 2,375,000 to Japan and 1,320,000 to China."

### PEGGY HYLAND AN INSPIRATION.

Pretty Peggy, pretty Peggy,  
Roguish and sweet  
With a wink that's a treat,  
Pert and pretty,  
And so witty,  
Love saved Peg,  
From the Pirates at sea.



### RICHARD WILLIS DELVES INTO POETIC REALM.—"GO TO IT RICHARD."

The smile stuff's being worked to death and every actor thin or fat, Is boosted in the press as being Smiling-This or Smiling-That.

The players now must show their teeth if audiences they want to win, But most of 'em don't smile at all, they wear a fixed and ghastly grin.

Now, two or three like Charlie Ray and "Doug" and Chaplin have the smile Which is a natural, joyous thing and makes their actions worth the while.

Avaunt ye grinners with the "smile" which conjures up a dentist's ad;

A bucketful or two of tears would really not be half so bad.

We like a smile that is a smile, but we have had too much of that

Pale sickly grin which but recalls our ancient friend the Cheshire cat!



# STORIES OF THE PLAYS AND PLAYERS

## FANG COMEDIES PLEASE.

General Film Exchanges Report Audiences Receive Chinese Player Warmly.

Since the initial releases of two Charley Fang comedy productions several weeks ago, the venture of presenting a Chinese player in a humorous role turns out to have been well justified.

Comments from General Film exchanges indicate that the Oriental star in his quaint characterizations is pleasing audiences. Each of the Charley Fang subjects consists of a one-reel human interest story in which the principal's roles are of straight comedy type. In fact the stories incline to the comedy-drama side of the line at times. Such well known players as Jules Cowles and Paul Pantzer are in the casts.

The two favorite Charley Fang comedies appear to be "Fang's Fate and Fortune" and "Parson Pep."

## A MEANING HIDDEN IN METRO TITLE.

"The Silent Woman" has been chosen as the title of Edith Storey's new Metro feature production. "The Silent Woman" in question is Nan McDonald, Edith Storey, almost the only person living who knows the truth in regard to a woman who has paid the penalty of her folly with death. The dead woman is enshrined, as a saint in the heart of the husband who survives her.

The acts of which Mary Lowery has been guilty are laid at Nan's feet, and rather than shatter the faith of the husband in his wife's nobility of character, Nan remains silent, sacrificing the dearest desire of her heart in doing so. How she is vindicated, and how her own fine nature at last wins the happiness she craves, is masterfully told in a photodrama of real suspense and heart interest.

This five-act feature has been directed by Herbert Blache, adapted by June Mathis and Katharine Kavanaugh from Lois Zellner's original story.

In "The Silent Woman," Edith Storey plays a heroine of the northern woods, being called "the angel of the lumberjacks." Beautiful wood scenes are shown in this attractive feature, and against this background is played a mighty human drama, pulsating with romance. The picture is one of the finest in which Miss Storey has yet been seen.

Edith Roberts' newest Bluebird, "Beans," has been completed at the Bluebird west coast studios.

Jack Dillon directed the production from an original story by John D. Clymer. Lew Cody, who has been seen in the Lois Weber and Mac Murray productions, has the leading masculine role opposite the petite star. Charles Gerard, Harry Carter and other notables are seen in the cast.

## FANNIE WARD'S NEXT PICTURE "A JAPANESE NIGHTINGALE."

Fanny Ward's first photo play for the fall month is "A Japanese Nightingale," produced by Astra from the famous stage play and novel of the same name. George Fitzmaurice is said to have surpassed his previous artistic efforts as a director, if that were possible, in this the latest of his efforts. Fannie Ward is said to shine as Neko San, the little Japanese girl, who loves the American. An all-star cast is to be seen in her support. Some wonderful scenery of the Land of Cherry Blossoms is promised. Pathe Exchange, Inc., will announce the release date soon.



NORMA TALMADGE  
IN  
"THE SAFETY CURTAIN"

SELECT SP. PICTURES

## MUNITION PLANTS WILL SEE PICTURE.

In accordance with a government order, the Screen Classics, Inc., patriotic superfeature, "To Hell With the Kaiser," featuring Lawrence Grant with Olive Tell as the American heroine, will be shown in all the munitions plants throughout the country. This is a tremendous tribute to the patriot-building powers of the big feature screen drama, which was first introduced at the Broadway theatre, New York, in a run of several weeks, and has since taken the entire country by storm.

"To Hell With the Kaiser" has also been recommended to be shown in Uncle Sam's Liberty Theatres, as a graphic object lesson to American soldiers of the brutality of the Hun. The picture has been officially recognized as increasing the loyalty and enthusiasm of the boys in khaki, making them realize their high privilege in being the defenders of democracy and world decency.

Hughie Mack, well known as the fat man of the film world, has started on a new picture at the L-Ko studios with Alice Howell, under the title of "A Liberty Cabbage Queen." Vin Moore is directing.

## RUBY DE REMER RE-ENGAGED TO PLAY OPPOSITE LOCKWOOD IN NEW METRO.

Because of her capable performance as leading woman for Harold Lockwood in Metro's recently completed screen version of the stage success, "Pals First," soon to be released under the banner of Screen Classics, Inc., Ruby de Remer has been re-engaged by managing director Edwin Carewe as leading support to Mr. Lockwood in his newest starring vehicle, an unnamed romantic drama written especially for him by Finis Fox, production of which was started recently under the direction of Henry Otto, now alternating with Mr. Carewe in directing the Harold Lockwood pictures.

Though she appeared on the stage for the first time only two years ago, and though her screen career covers even a shorter period Miss de Remer has already created a large following for herself among theatre-goers. An unusual feature of her screen career is that since her very first engagement she has played only such parts which gave her stellar position in the billing. Before her engagement with Mr. Lockwood in "Pals First" one of her important screen appearances was as the star in Rex Beach's "The Auction Block."

Fat Loback, the L-Ko comedian who plays the part of von Hindenburg in "The Geezer of Berlin," is sore these days. Director Jim Davis has him playing the part of a German spy in an L-Ko comedy, entitled "A Chinese Water Pipe," featuring Chai Mong; but Loback, who only weighs about 300 pounds, can't see any reason why he should be forced to play German parts just because he is a little heavier than some of his brother actors. But then, as the old saying goes, "nobody loves a fat man."

Ruth Clifford, the winsome Bluebird star, cannot be considered a first-class risk by the insurance companies.

She purchased a new auto recently, and during the first six days of navigation managed to have three smash-ups.

She escaped unscathed, however, and was able to be at work bright and early every day on her latest Bluebird production, being made under Elsie Jane Wilson's direction from Nalbro Bartley's novelette "The Bargain True."

Marin Sais, former Kalem star, who is seen in Mary MacLaren's support in "The Vanity Pool," the latest Universal drama now being made by "the American beauty of the screen," laughs with scorn at ingenues who boast of having a face powder or dental cream christened in their honor.

She can well laugh, too, for one of the largest counties in California bears her first name. It was really named after her family, which was among the earliest Spanish settlers in the Golden state.



# ADVANCE NOTICES FROM THE EXCHANGES

## MORAL SUICIDE A WINNER.

Ivan Abramson Writes and Produces Big Story.

"Moral Suicide" which was screened at the Hippodrome last week, has been shown in one hundred theatres, in greater New York to tremendous business, police reserves have actually been called out in numerous cases to handle crowds.

The story of "Moral Suicide" has to do with a rich widower who has a grown son and daughter. He becomes infatuated with a beautiful adventuress. His daughter warns him that he is on the brink of moral suicide, but he scorns her warning. A terrible tragedy happens and the father brought to his senses by the realization of what has occurred, leaves the woman who has bewitched him, but only after his fortune has been depleted.

The story is gripping and convincing.

John Mason, famous on the American stage for many years, is starred in this picture. As Richard Covington, he has the part of a man who runs the gamut of all sensations from great affluence to abject poverty, from social leadership to moral dereliction.

Leah Baird makes an alluring and fascinating adventuress, as Fay Hope she gives a remarkably effective portrayal of the woman who brings about the downfall of Covington. The cast is well-balanced. Pathe are releasing this story produced by Graphic Film Corporation.

## MONARCH FILM CO., LTD., CLINCHES GOLDWYN PICTURES FOR CANADA.

Phill Kaufman makes a Scoop. The energetic manager of the Monarch Film Co., Toronto, has again shown us that he is eternally "on the job." He has just secured the control of Goldwyn releases for Canada. Sept. 30th is the first release date.

Goldwyn's name is associated with the Best Ever. Goldwyn stars, are stars of reputation of artistic ability not only on the screen, but in other artistic fields.

Goldwyn's stories are from the pen of men and women who write Literature.

Goldwyn's idea of advertising is followed along high-class lines and in keeping with the excellence of Goldwyn productions. They get the money and the managers that book a Goldwyn picture, the public that views a Goldwyn picture always get their money's worth.

## THE DAUGHTER OF THE GODS HAVING PHENOMENAL RUN.

"The Daughter of the Gods," with Annette Kellerman, a Fox Super-Feature, is having a phenomenal run according to reports, and is competing with "Cleopatra" and "Les Miserables" in popularity. Fox exchanges

are receiving requests in every mail for these pictures.

Seldom have we been given such a glance into Orientalism and fairyland as this picture reveals. The photography is par excellence and the camera climbs the heights of beauty in depicting incidents and scenes which are almost beyond the possibility of our imagination. The love interest is strong, and coupled with the gorgeousness of the settings, the natural scenic beauty revealed, has no difficulty in winning its way to the heights of screen presentation.



CLARA KIMBALL YOUNG  
IN  
"THE REASON WHY"

SELECT PICTURES

## MARGUERITE CLARK'S LATEST PICTURE.

Marguerite Clark's latest picture, "Out of a Clear Sky," was released on the Paramount schedule September 15. This picturization of Marie Thompson Daviess' story is one of the most ambitious productions, in the point of settings, costumes and general investiture, in which Miss Clark has ever appeared. The scenario is by Charles Maigne and Marshall Neilan directed.

The action starts in Belgium, Miss Clark having the role of a Belgian Countess who refuses to be used as a pawn of state to further the ambitions of her scheming uncle who insists that she marry a German Prince and thereby aid his political plans. The little Countess finally flees to America and eventually finds her way to the mountains of Tennessee. Here she is found by a wealthy and handsome young land owner who hears her story and promises to help her. This young man at length succeeds in throwing her pursuing relatives off the trail and the two plight their troth amid the mountain fastnesses, but only after a series of the most exciting and amazing adventures.

Thomas Meighan, one of the most popular of motion picture actors, has the leading male role of the romantic young mountaineer and in the support are E. J. Radcliffe, Raymond Bloomer, Bobby Connelly, Robert Dudley, W. P. Lewis, Maggie H. Fisher, Helene Montrose, Robert Vivian and Nell Clark Keller.

## VITAGRAPH TO HELP EXHIBITORS FREE ADVERTISING MATTER.

The Vitagraph Distributing Organization already has completed its campaign plans for the exploitation of "The Iron Test," according to reports. These include an international billboard campaign, with twenty-four sheets in all of the principal cities and towns of the United States and Canada. These will be posted at Vitagraph's expense, but in addition to the posting done by the company it will provide free to exhibitors all of the twenty-four sheets which they will post in their respective territories.

Besides the twenty-four sheet, Vitagraph will issue a one-sheet poster, a three-sheet and a six-sheet on each episode, and this paper, it is announced, will be available at all Vitagraph branch offices far in advance of the release date of a given episode.

In addition to the paper, the company will issue a herald to start the serial off and a banner ten feet long by three feet deep, both of these units being available at the company's offices long before release date.

As with "A Fight for Millions" and other Vitagraph serials the company will issue with "The Iron Test" a complete plan book covering all possible angles for the successful handling of the serial by exhibitors. These aids will include advance publicity matter in copious quantity, a novelization for newspaper use, newspaper ad cuts in electro form, six styles of star cuts, stunt suggestions, ticket scheme suggestions, lobby displays, scene cuts, etc.

## "BIRTH OF A NATION" AND "INTOLERANCE" SECURED BY MONARCH FOR CANADA.

"The Birth of a Nation" and "Intolerance" two stupendous Griffith productions have been secured by Monarch Film Co., for Canada. These pictures need no explanation. They are standard \$2.00 productions, having played the big houses at this price.

The Monarch report that they have been besieged with requests from Toronto exhibitors for bookings on these pictures.

Ida May Park, directing Mary MacLaren, "The American Beauty of the Screen," in her latest success, "The Vanity Pool," is regarded as a charming woman, a capable director but hard to please.

In one of the scenes Ida May shouted to a very fat player:

"Now lash yourself into a perfect fury!"

He did so very nearly but perspired so fluently that the perspiration drilled little furrows through his grease paint.

"Now that is all right," Ida May said, "but don't perspire."

As the day was unusually warm and the player was unusually fat, the order was somewhat difficult to carry out.

# HOW DID YOU AND YOUR PATRONS LIKE THE PICTURE?

## HELP THIS DEPARTMENT TO HELP YOU

### DO YOU WANT GOOD PICTURES?

A very good way to secure good pictures is to report on the pictures you are running. Are they good, bad or indifferent? Are they drawing the business? Your weekly statement is read with interest. The man who is able to pass judgment on a picture intelligently is the man who will receive the best pictures.

### THEY ARE POPULAR.

**Mr. Weber and Miss Solrell, Well-Known New York Vocalists Make Good in Canada.**

Mr. John F. Weber and Miss Evelyn Solrell, the two well-known New York vocalists, after filling a concert engagement at the Lyric theatre in Simcoe, Ont., accepted an engagement with Mr. Kemp, of the Majestic theatre, Stratford, Ont., and are now filling a successful week at the Brant theatre, Brantford, Ontario. Mr. Weber and Miss Solrell are two young artists who have a decidedly classy act, and any exhibitor in Canada who is looking for something high-class in a singing act, should get in touch with them. They have appeared in many of the best motion picture houses in the United States and recently came to Canada to fill an engagement at the Regent theatre in Toronto. So successful was their reception that upon the completion of their Regent theatre engagement, they were engaged for several other big Toronto houses. They have decided to stay in Canada for some months to come, and exhibitors who would like to communicate with Mr. Weber and Miss Solrell can address a letter to Mr. Weber in care of The Digest, 326 Spadina Ave., Toronto, and the letter will be forwarded.

### TO BE OR NOT TO BE A MOVIE PICTURE WRITER? THAT IS THE QUESTION.

Will M. Ritchey, the Famous Players-Lasky writer whose articles on photoplay writing are attracting widespread attention, was asked the other day why more new authors don't make a success of photoplay writing. Ritchey, who has been a scenario editor for several of the biggest firms and understands conditions thoroughly, says that the reason new authors have failed is because they haven't the ability or else they have the ability, but won't give photoplay writing the careful study and hard work it requires to succeed.

The Digest believes that Mr. Ritchey ought to know, still occasionally the lament of the author who has dared to try reaches us in this fashion:

"I saw my name as author  
Of a Movie called 'Old Glory,'  
My name was the only familiar part  
I saw left in my story."

Glancing over the list of authors writing for moving pictures we find among the most successful ones those who have learned to write through the press, the spoken drama, the literary fields. There is no royal road to success every author, realizes; and when the author's position in moving pictures attains the dignified position and consideration it deserves, no amount of study and application will be found lacking in the author.

### Exhibitors' Film Reports

**"SILENT MASTER,"** Robert Warwick; Monarch; film in good condition; this picture was very much liked by everybody; it is very good. Lyceum theatre, T. Kennedy, Wingham.

**"THE SOUL FOR SALE,"** Universal; Dorothy Phillips; good picture; attendance warranted holding this picture for a week. Rialto, W. Stuart, Toronto.

**"JOAN OF PLATTSBURG,"** Mabel Normand; Regal; five reels; good picture; pleased all who saw it; condition of film good. Lyceum theatre, T. Kennedy, Wingham.

**"OUT OF A CLEAR SKY,"** with Marguerite Clark; Paramount; film in good condition; five reels; picture appeals to audience, especially ladies. Manager Green, Allen theatre, Toronto.

**"THE MISSING LINKS,"** with Norma Talmadge; Triangle; five reels; film in good condition; picture taking very well. Regent theatre, Toronto.

**"THE WHIRLPOOL,"** with Alice Brady; Select; five reels; film fair; picture medium: Loew's theatre, Toronto.

**"A PAIR OF CUPIDES,"** with Francis Bushman and Beverley Bayne; Metro; five reels; film good condition; best comic picture witnessed; fine. Shea's Hippodrome, Toronto.

### HAROLD W. VANCE, MGR. CASINO, OTTAWA, IS A LIVE WIRE.

Editor, The Digest:

Dear Sir,—I notice in your column of Ottawa News Notes that my house is only one omitted. I hope that after this week you will include me with the other houses.

My policy is musical comedy and photoplays.

Now showing Vitagraph's "A Fight for Millions, Pathe's "Hands Up," Universal Harry Carey and Helen Gibson's two-reelers, also Mack-Sennett comedies. I recently played the Kaiser to capacity business.

If you can spare me a little space for a write-up to show that I am on the map and doing business, I shall be much obliged. Thanking you for past favors, I remain,

Yours truly,  
HAROLD W. VANCE.

The Box Office Angle is the Test.

Fill in the Blank NOW.

Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
Theatre .....  
Town or city .....  
Sent in by .....

Title .....  
Stars .....  
Released by .....  
Number of reels .....  
Condition of film .....  
Competition .....  
Admission prices .....  
Remarks about picture .....  
.....  
Theatre .....  
Town or City .....  
Sent in by .....

# WESTERN CANADA FILM NEWS

From JOHN J. CONKLIN  
Dramatic Editor  
The Winnipeg Free Press

Winnipeg, Sept. 24—Very important conferences have been in progress here the past week which will have a vital effect on the moving picture industry in Western Canada. Those at the various sessions were principally J. A. Schuberg, of Vancouver, president of the United Theatres, Limited, and the First National Exhibitors' Exchange of Canada; W. P. Dewees, also of Vancouver, who is the general manager of the two organizations, and H. J. Allen, western director of the interests of the Allens of Toronto, and the general manager of their exchanges from Port Arthur to Vancouver; his headquarters are in Calgary.

To avoid what might prove a disastrous war of competition, it was decided to get together and talk things over. The First National control the Chaplin, Petrova, and Anita Stewart productions, and are in a fair way to secure the Mary Pickford future pictures; besides they have the Fox Standards. The Allens have the Arcraft, the Paramount, the Select, and the Goldwyn output. Besides Mr. Schuberg owns three of the largest theatres in Winnipeg, the Province, the Gaiety and the Bijou, all doing a big business; he also owns the Rex in Vancouver and controls a number of smaller houses in British Columbia. The Rex is the largest theatre devoted to pictures in Vancouver. The Allens own the Dominion and the Rex in Winnipeg; besides they are building large houses in Regina and Edmonton, and own a number of theatres in other cities and towns in the west.

The result of the conference has not been definitely announced but it is known that a closer working arrangement was reached and that more of the pictures controlled by the Allens will be seen in the houses controlled by Messrs. Schuberg and Dewees. It is understood the arrangement is a 50-50 one and of mutual benefit to each interest.

The Lyceum theatre management has decided to renew a contract for the Goldwyn pictures.

"Hearts of the World" closed an engagement at the Dominion theatre Saturday night, after three weeks of the largest business ever done by a picture house in the city. From here the film with an accompanying orchestra of fourteen pieces, went on to Brandon for four days, and from there will go to Moose Jaw. Three prints of this picture have been received in the west; one will be held in reserve while two are in use. It will be shown in Regina in the new Allen theatre about November 15th, and in the new Allen theatre in Edmonton about November 4th. It will be shown in Calgary early in the next month and in Vancouver beginning October 28th; it may be seen in Winnipeg again early in December for two weeks.

Mr. Semper, owner of the Strand theatre, and Mr. McKelvie, manager of the Allen theatre, both of Brandon, Man., were in the city in conference with H. J. Allen, of Calgary, in connection with pictures for the season.

Following the engagement of "Hearts of the World" at the Dominion theatre, a fine programme has been secured for the rest of the season which will include Caruso in "My Cousin," Lila Lee in "The Cruise of the Make-Believes," Fred Stone in "The Goat," Mary Pickford and Douglas Fairbank in their latest releases.

J. A. Schuberg, of Vancouver, was in the city to attend the re-opening of the Province theatre, of which he is the owner. He was very much pleased with the arrangements. Walter Dolman, the new organist, made a good start. Nazimova in "Revelation" was the picture shown, and capacity audiences attended all week.

The Starland's two serials, "The Brass Bullet" and "The House of Hate" are drawing great crowds. This double serial idea has caught on well. If Manager Wilson puts on any more Kaiser pictures at the Lyceum, he will become such a propagandist that he will go Hun-hunting himself.

The Majestic theatre has secured "Twenty Thousand Leagues Under the Sea" for a few week's run. The new serial "Hands Up" is going well at this theatre.

Theda Bara in "The Soul of Buddha" should prove a strong attraction at the Bijou next week. It is such a "meaty" photoplay that draws out the best patronage to the house. Then there is always a fine comic and a real scenic on the bill.

The balcony of the Province was opened on Saturday, but unfortunately the seats will not be in place for another three weeks. However, none of the patrons are suffering any inconvenience.

It reminds one of pre-war days to see the crowds hanging around the National entrance this week waiting their turn to get into the "big show."

This week the Managers' Association welcomed Manager Davis back to the ranks. Since "Hearts of the World" started on its three weeks' run at the Dominion, Mr. Davis has lived very close to the box office, the advance sale requiring his closest attention. Much of the success of the picture in Winnipeg is due to Mr. Davis' publicity.

It's nice to get your feet up on a desk and talk to a real magnate. That's the way you feel in the presence of George Graham, of the Avenue. It keeps Mr. Graham hustling these days to get suitable pictures for his circuit.

Manager Morton, of the Majestic, has a fine serial in "Hands Up." It is proving very popular. "The Fight for Millions" is also being well patronized. In response to an inquiry as to business, he said, "Going up every week. Nothing to complain of."

The character of the Pauline Fredrick pictures at the Gaiety are well in keeping with the fine rich interior appointments of the theatre. Each are artistic and inviting.

## OPEN FOR ENGAGEMENTS

**Mr. John F. Weber and  
Miss Evelyn Solrell**

LATE of the STRAND THEATRE, NEW YORK

These two splendid vocalists have been endorsed by leading exhibitors in Canada and the United States as Powerful Box-Office Attractions.

SOME RECENT ENGAGEMENTS—Regent Theatre, Oakwood Theatre and Park Theatre, Toronto; Lyric Theatre, Simcoe and Majestic Theatre, Stratford, Ont.

For Terms Address MR. WEBER, in care of The Digest, 326 Spadina Ave., Toronto, Ont.

CUT THIS COUPON OUT and MAIL it TODAY

Enclosed please find \$1.00 for one  
year's subscription to the  
**Canadian Moving Picture Digest**

Name.....

Theatre.....

Town..... Province.....



## CLASSIFIED ADVERTISEMENTS

*Help and Situations Wanted announcements will be carried in this department free of charge. For Sale, Wanted to Purchase, To Rent, and other Kindred Advertisements will be charged for at the rate of one cent per word for each insertion.*

*Money Orders or Stamps to accompany advertisement, otherwise insertion will not be made until amount is received at this Office.*

**WANTED**—For Griffin Opera House Orchestra, Chatham, Ont., Violinist, at once, (Pianist is leader); great chance locate here; other musicians write; state lowest salary. W. H. Fletcher, manager, or Harry Hirst, leader, 23

**WANTED**—Position as manager of moving picture theatre in Ontario. Thoroughly qualified, with splendid experience; what have you to offer? Apply Box H, The Digest, 326 Spadina Ave., Toronto. 23

**WANTED AT ONCE**—Young Motion Picture Operator holding Ontario license, to work two hours nightly; splendid opportunity for young man who would be willing to also take on a day job. Apply at once to V. Crichton, Opera House, Chapleau, Ont. 34

**MOVING PICTURE OPERATOR**—Open for engagement; several years' experience in operating and managing theatre. Apply Box 814 Orillia, Ontario. 34

**AT LIBERTY**—I am at present looking for a location in the film business where my long experience in all branches of the show business can be utilized; I pride myself on being a live wire and understand thoroughly every angle of the amusement business; I am looking for the manager-ship of a theatre, preferably in the city of Toronto, but would like to hear what any one has to offer. Address J. L. M., care The Digest, 326 Spadina Avenue, Toronto, Ont. 34

**WANTED**—To exchange music rolls for Wurlitzer Style G Theatre Organ. Write Chapleau Opera House, Chapleau, Ont 34

**WANTED**—Position as Operator; have had splendid training and experience; am at present employed in a large city theatre but desire to make a change; am a member of the I.A.T.S.E. Address replies to P. S., Digest, Toronto, Ont. 34

**WANTED**—Pianist for the Regent theatre, Guelph, Ont. Here's a steady position for the party who can qualify; must thoroughly understand playing the pictures intelligently. Apply, with all particulars to Mr. Davidson, manager the Regent theatre, Guelph, Ontario. 23

**LADY PIANIST** of twelve years' experience desires position in Moving Picture House, in or out of Toronto. Address, Box E, The Digest. 41

**WANTED**—Second-hand Ticket Chopper; must be in first-class condition. Webber F. Turner, Peterborough, Ontario. 4

### STUDIOS KEPT BUSY.

**Vitagraph Stars Working on Features For Fall and Winter.**

Vitagraph announces that productions to be released during the fall and winter on the Blue Ribbon program are now under way at both the eastern and western studios of the company. Each of the featured stars is engaged on a five-reel subject, some of which are nearly completed.

Earl Williams is at the western studio working on "My Country First," a five-reeler by Bess Meredyth, and being produced under James Young's direction.

Bessie Love, who will also work at the western studio for an indefinite period, has started on "Sue," her first Blue Ribbon feature, which is scheduled for release in November. This picture, originally adapted from Bret Harte's "The Judgment of Zoinas Plansi" will be directed by David Smith, who directed Nell Shipman and Alfred Whitman in "Barce, the Son of Kazan."

Alice Joyce will start work this week at the eastern studio, on a play adapted from James Cooper's romance, "Cap'n Abe, Storekeeper." Tom Terriss is directing Miss Joyce in this, and upon its completion, the pair will start on "The Notorious Miss Plummer," by Marc Edmund Jones.

Harry T. Morey, supported by Betty Blythe and Joan Paige, is now engaged on "Hoarded Assets," which ran in Scribner's. Paul Scardon, who recently completed "The King of Diamonds," also with Morey as star, will direct this. Another story already selected for Mr. Morey bears the tentative title of "Dan La Roche." This is by Lawrence McCloskey.

Corinne Griffith, under Henry Houry's direction, begins production this week on "Miss Ambition," by Rex Taylor, and will follow this, in all probability, with an adaptation of H. W. J. Dan's play, "Diamond Deans." She will be supported in her new play by Florence Deshon, Denton Vance, and others who were with her in "Love Watches," and "The Clutch of Circumstances."

Glody's Leslie's next will probably be called "The Jam Girl." It is by Frances Sterret. Miss Leslie completed "A Nymph of the Foothills" some time ago. Frederic Thomson, who made "Wild Primrose" for Miss Leslie, will direct her in her latest.



Released by Regal.

### SERIES APPEAL IN OAKDALES.

**Six Gloria Joy Features Proving an Ideal Group for Marketing and Exhibition.**

In the distribution of the Oakdale Productions, what is described by General Film Company as an ideal combination of releases, has been developed. The steadily increasing popularity of the Oakdale pictures is found to be stimulated by the timing of the releases, the consistent character of the stories, the appropriate number of subjects released, the distinct featuring of the little girl star in each production, and the series appeal made possible through the method of distribution.

It is stated that the uniform quality of the stories, while they are by different authors, was arrived at by careful planning of the child star's six pictures as a whole. In fact the six stories were all written and harmonized and approved before production was begun on any one. Similarly important is the fact that not one of the six pictures was released until every production had been finished. This also made it possible to place the six productions in a releasing rotation of greatest advantage to the exhibitor booking the series. Placing the releases two weeks apart, and delivery assured with all the productions finished and ready, likewise is found to give showmen the active benefit of a good impression made by any one of the Oakdale Productions when playing the next one.

The current Oakdale Production with Gloria Joy is the fourth of the series, "The Midnight Burglar." There are two September releases to complete the six, "Little Miss Grown-Up" and "Wanted, a Brothr."

### "PALS FIRST" SOON READY FOR RELEASE.

The process of filming Metro's screen production of "Pals First" of which Harold Lockwood is the star, having been completed, managing director Edwin Carewe is now cutting and titling the picture. "Pals First" will be distributed under the banner of Screen Classics, Inc.

As Danny Rowland, a thief, a pick-pocket, and a safe-cracker, owing two years to San Quentin prison, who finds refuge with his pal, Dominic, in an aristocratic southern home when he is believed to be the long absent master of the house, Dick Castleman, only to be exposed by his pal when Dominic hears of his engagement to Dick's sweetheart, Jean Logan, obliging him to reveal himself as the real Dick Castleman and to explain that his deception was practiced for the purpose of bringing back the lost soul of his pal, Harold Lockwood has a most colorful role in a picture which it is believed will be numbered among the most successful vehicles he has ever had.

"Pals First" is a picturized version of the stage success of the same name prepared Lee Wilson Dodd from the novel by Francis Perry Elliott, published by Messrs. Harper and Brothers. In the cast, as support to Mr. Lockwood appear Ruby de Remer, James Lackaye, Richard R. Neill, Anthony P. Byrd, Pauline Dempsey, Frank de Vernon, Walter P. Lewis and Rollo Lloyd. Edwin Carewe directed the picture.

# THE JENNINGS BROS. PRODUCE THE REAL THING. "THE LADY OF THE DUGOUT."

A new note threatens to be struck by producers when Al Jennings' first authentic outlaw story, entitled "The Lady of the Dugout," is flashed upon the screen. This artistic effort of the Jennings Brothers, born of long years of waiting, and longer years of thrilling experiences, bids fair to rank as a historic document of outlaw days. It is valuable because of its exclusiveness.

The Jennings Brothers are all that are left of the western hold-up men, who by their wild range of lawlessness, received the extreme penalty of life sentences, justly meted out to them by the Governor of Oklahoma. Presidents McKinley and Roosevelt recognizing the undying spirit and rare intelligence of the Jennings Brothers and believing in their reformation, pardoned them.

Since then Al Jennings has reached the pinnacle of oratorical fame by lecturing in almost every western city and making a near-successful run for the Governorship of Oklahoma.

D. Appleton & Company published his first book and the Saturday Evening Post was glad to publish his stories.

In speaking of "The Lady of the Dugout" the Los Angeles Herald says:

"The Lady of the Dugout" is the name of the picture, and it is not a scenario based on experiences. It is the experience itself—the actual history of a bandit.

Al Jennings and his brother, Frank, who was an outlaw with him, play the parts of the bandits and they hold up stages, rob banks, shoot down their men—"well, just the way we really did it," says Mr. Jennings naively.

And if there is a certain modicum of religion in the banditry of the screen according to Jennings, it is not idle sentimentality on his part.

"I don't know whether the public will like it—because it is not like any movies they've ever seen," Al Jennings said. "If it is a success, it will revolutionize wild west pictures—it will put real banditry into them. But I didn't try to write dramatics, I just wrote history."

"Lord, though, there's enough of thrills—bank robberies and such, only as I say, they aren't Bill Hart robberies. He never robbed a bank, you know. They're just real robberies the way Frank and I pulled them in the old days."

And the ex-convict-bandit, who is now an evangelical picture actor and producer, sighed with a glow of pride in which were mixed the sentiments of his many trades.

Priscilla Dean, star of "The Two-Souled Woman" and other Universal special attractions, has just completed her newest feature, "The Magnificent Jacala," under the direction of Tod Browning. It is the story of a girl who defied society and made the members of the smart set like it.

Thurston Hall, former Morosco matinee idol, is Miss Dean's leading man. Others in the cast are Gertrude Astor, Thornton Church, Leo White, Alice Wilson, Rex de Rosselli and Catherine Griffith.

# ENJOYING EVERY MOMENT.

Margarita Fisher, the American beauty star, who is to be featured in "Money isn't everything" from the magazine story by Fred Jackson, is enjoying every moment engaged in the filming of the photoplay. The plot is unique in that a young and beautiful girl with captivating manners is "to rent" as a social partner and to draw trade to various stores where business is slack. A keen rivalry between those who fight for her favor is created and many amusing complications ensue.



Edward Sloman is directing Miss Fisher, and the principal supporting roles are taken by Jack Mower, J. Norris Foster, Wedgwood Nowell and Kate Price.

# A Noted Author.

Fred Jackson, author of "Money Isn't Everything," featuring Margarita Fisher, produced by the American Film Co., Inc., is a well-known magazine author and playwright. A number of his plays have been produced on Broadway and his stories are known to magazine and booklovers everywhere.

"Money Isn't Everything" is one of Mr. Jackson's most clever stories. The plot is most unusual, and it gives Miss Fisher and her carefully selected company of players every opportunity for versatile character delineations.

If dimples, deep and twinkling, are ever put on exhibition at the county fair along with prize heifers and churning machines, Jack Dillon, directing Edith Roberts at the Bluebird studios, will enter Kathleen Emerson, a pretty little girl who supports the star in her latest success, "Beans."

Kathleen's part is a difficult one. It requires constant dimpling which she accomplishes to the satisfaction of the camera.

Miss Emerson first won recognition for her clever work under the Bluebird banner. She appeared in "The Dream Lady" and in other big successes.

Of course the dimples have something to do with it, but Kathleen admits that her clever acting and natural beauty does help a little.

Somebody said "Work like H— and advertise."

# EVER READ LES MISERABLES? THE GREATEST EPIC WRITTEN.

"Les Miserables," a Standard Fox Production, starring William Farnum, was adapted from Victor Hugo's masterpiece. The Encyclopaedia Britannica says, "Les Miserables, the greatest epic and dramatic work of fiction ever created or conceived; the epic of a soul transfigured and redeemed, purified by heroism and glorified through suffering; the tragedy and comedy of life at its darkest and its brightest; of humanity at its best and at its worst."

In "Les Miserables" screened by Fox Film Corporation you have the cream of this masterpiece. The whole story told clearly, consistently, with tremendous dramatic telling force. The big scenes of the book have been picturized in their minutest detail. From tears to laughter and from laughter to tears the audience are swept.

William Farnum, that incomparable actor appears as Jean Valjean and in his representation of this most human character, he has in all possibility given the world the finest characterization within his power. He is "Jean Valjean" what more can be said? In the cast will be found such notable players as Jewel Carmen, Dorothy Bernard, Sonia Markova, Kittens Reichert, and many others equally as well-known to picture lovers.

The National Board of Review made the following special report: "Entertainment value excellent; educational value excellent; coherence of narrative strong; acting admirable; photography good; technical handling expert; costuming excellent; atmospheric quality of scenic setting convincing; historical value a real contribution; moral effect excellent."

# NORMA TALMADGE HAS CHARACTER ROLE IN HER NEXT SELECT PICTURE

Will Appear in Dual Role of Young Chinese Maiden and Later as American Red Cross Nurse — Thomas Meighan Her Leading Man.

Norma Talmadge's next Select Picture, upon which she is now working, will in all probability be called "A Tale of a Forbidden City." It is a Chinese story by George Scarborough, author of Miss Talmadge's latest Select Picture, "Her Only Way," which is now being distributed. In her forthcoming production Miss Talmadge will again be under the very able direction of Sidney A. Franklin. Her leading man will be Thomas Meighan.

"A Tale of a Forbidden City" is the Chinese story about which so much has been said, and is expected to be the most pretentious production in which Miss Talmadge has been seen since she became a star. Miss Talmadge will appear as a Chinese girl in the earlier portion of the story, and as an American Red Cross girl in the latter part.

Eugene B. Lewis, well-known author of a score of scenarios used in the Harry Carey Universal special productions, has been made associate scenario editor at Universal City to share the weighty duties and onerous cares with Elliott J. Clawson, the recently appointed head of the scenario and continuity departments.

## Releases in Toronto and Montreal for Week Ending Sept. 28th

### TORONTO RELEASES.

#### FAMOUS PLAYERS.

- "Green Eyes," Dorothy Dalton; five reels.
- "Till I Come Back to You," Cecil DeMille production; six reels.
- "The Marriage Ring," Bennett; five reels.

#### FOX.

- "We Should Worry," Lee Kids; five reels.
- "Accident Attorney," Mutt and Jeff comedy.

#### GENERAL FILM.

- "Lady Detective," Crystal; one reel.
- "Too Much Elephant," Selburne; one reel.
- Essanay, Scenic; Water powers of Western Canada.
- Essanay Comedy; "Slippery Slim the Green-eyed Monster"; one reel.
- Jaxon Comedy; "How it Worked"; one reel.

#### MONARCH

- "The Whirlpool," Alice Brady; five reels.

#### MUTUAL.

- "Her Disengagement," Billy Rhodes.
- Screen Telegram, 56.
- "Impossible Susan," Margarita Fisher; five reels.

#### REGAL

- "Neighbors," Madge Evans; five reels.
- "Successful Adventure," May Allison; five reels.
- "Limousine Life," Olive Thomas; five reels.
- Sidney Drew Comedy.

#### SPECIALTY FILM IMPORT.

- "The Japanese Nightingale," Fanny Ward; five reels.
- "Nipped in the Bud," Toto comedy; one reel.

#### UNIVERSAL.

- "Hello Trouble," L-Ko comedy; two reels.
- Universal Animated Weekly, No. 42.
- Screen Magazine, No. 90.
- Current Events, No. 72.
- "Under False Pretense," Railroad drama; Helen Gibson; two reels.
- "The Brass Bullet," 8th episode.
- "The Magnetic Bug," two reels.
- "The Society Sensation," Bluebird; Carmel Myers; five reels.
- "The Talk of the Town," (Special); Dorothy Phillips; six reels.
- "Please Hit Me," Lyons and Moran comedy; one reel.

#### VITAGRAPH.

- "The Girl of To-day," Corinne Griffith; five reels.
- "Stripes and Stars," Big V comedy; one reel.
- "A Fight for Millions," episode No. 11; serial.

### MONTREAL RELEASES.

#### FAMOUS PLAYERS.

- "Summer Girls," two reels Mack-Sennett comedy; Paramount.
- "Hearts of the Wild," Elsie Ferguson; five reels.
- "Green Eyes," Dorothy Dalton; five reels; Ince.
- "Yoho Valley," one-reel Burton-Holmes travelogues;

#### FOX FILMS.

- "The Liar," Virginia Pearson; five reels.
- "Under the Yoke," Theda Bara; five reels.
- "Ace and the Joker," Mutt and Jeff cartoon.

#### GENERAL FILM.

- "Vita the Heir of the Broken O," Wolfville Tale; 2 reels.
- "My Lady's Slipper," Rainbow.

#### INDEPENDENT SUPPLY.

- "Unto the End," Crane Wilbur; five reels.

#### MUTUAL.

- "Cupid in Quarantine," Strand comedy.
- Screen Telegram.

#### REGAL

- "Neighbors," Madge Evans; five reels; World.
- "Flower of the Dusk," Viola Dana; five reels.
- "Halfbreeds," Douglas Fairbanks; Re-Issue.

#### SPECIALTY FILM IMPORT.

- "Japanese Nightingale," Fanny Ward; five reels.
- "Hands Up," Ruth Roland and George Cheseboro; 2 reels.
- "Bees in His Bonnet," Harold Lloyd comedy; one reel.
- History of the War, No. 25; one reel.
- British Official War News; one reel.
- Pathe British Gazette; one reel.
- Pathe News; two-a-week; one reel.
- Official Allied Review; one reel.
- "Britain's Bulwarks," one reel.
- "Famous Canadian Regiments in France," one reel.

#### UNIVERSAL.

- "Cupid versus Art," Alice Joyce; two reels.
- Universal Weekly, No. 39.
- Current Events, No. 68.
- Screen Magazine, No. 87.
- Rapid and Field, two-reel Western.
- "Extra Bridegroom," Lyon-Moran comedy.
- "Boozers Beauty," Priscilla Dean; five reels.

#### VITAGRAPH.

- "All Man," Harry Morey and Netty Blythe; five reels.
- "A Fight for Millions," episode 11; "Noose of Death"; two reels.
- "Wild Women and Wild Waves," Big V comedy; one reel.

## Universal News Notes

Priscilla Dean, Universal's dashing young star, who rose to fame in "The Two-Soul Woman," and who was seen recently co-starred with Ella Hall in "Which Woman?" will soon start work on "The Magnificent Jacala," a photoplay version of Louis Winter's novellette of the same name, that appeared in Parisienne Magazine. Tod Browning will direct the picture.

It is the story of a very rich girl who is told she is homely and has no chance to win out in life's battle. How she overcomes all obstacles through her own

personality and will power, after renting the home of a society queen, makes a rapid action story of human interest appeal.

"The Duchess of Dark Entry" is the working title of the next photodrama in which Carmel Myers will start work soon at the Bluebird west coast studios. Paul Powell will direct the picture. The story was written by Perley Poore Sheehan, and the continuity is being prepared by Hope Loring. Sheehan collaborated with Robert H. Davis on the story of "The Bugler of Algiers," later called "We are French," which was one of the most popular pictures ever turned out by Universal.

The story concerns a quaint little

bit of femininity who has been brought up in a small fishing village to believe that she is descended from the nobility. How a blase society queen seeking a wedge to pry her way into society adopts the little girl, thinking her a real duchess, and the complications that ensue when her title appears to be slipping, makes a delightfully entertaining comedy drama.

Hope Loring, that clever young miss who turns novels into photodramas, and photodramas into better photodramas, believes in living up to her name. On the door of her office at Universal City she has reversed that famous line on the entrance to Hades by printing, "Who enters here finds hope."



RELEASED NOW  
TO EXHIBITORS  
THROUGHOUT THE WORLD

8 REELS  
AT  
PRICES  
WITHIN  
REACH  
OF ALL



\$250,000 picture made in America

Five tremendous weeks at  
Lyric Theatre Bway & 42<sup>nd</sup> St. N.Y.

Turned thousands away at every performance  
Unanimous praise from public and critics

WILLIAM FARNUM  
in LES MISERABLES



---

**First  
Authentic  
Story**

---



---

**In  
Six-Reels  
of  
Realism**

---

# **"The Lady of the Dugout"**

Disclaiming responsibility for all past pictures for obvious reasons, and ready to stand on the merits of "THE LADY OF THE DUGOUT", and all other stories filmed in this outlaw series, Al Jennings, the outlaw whose sentence for life was commuted by President McKinley, who was pardoned by President Roosevelt, who received the nomination for Governor of Oklahoma, and who collaborated with Will Irwin on the outlaw stories published in the "Saturday Evening Post", declares over his own signature that every film story, henceforth presenting his brother Frank and himself, will be founded on facts.

No matter how sensational the thrill, or how deep the emotion, the public will have the satisfaction of knowing it is looking at the genuine article and not moving picture fancy.

"THE LADY OF THE DUGOUT" and all other Al Jennings outlaw stories, will be exploited in the open market.

---

**ERNEST SHIPMAN**

**SALES MANAGER**

**430 South Broadway,  
LOS ANGELES, CAL.**

**17 West 44th St.,  
NEW YORK CITY**















JAN 15 1934



